

JU – 2922

I Semester M.B.A. (Day) Degree Examination, Jan./Feb. 2006

(Updated Scheme)

MANAGEMENT

1.6: Research Methodology

Time: 3 Hours

Max. Marks: 75

SECTION – A

1. Answer **any six** of the following. **Each** question carries **2** marks. (6×2=12)
- How is Basic Research different from Applied Research ?
 - What are the characteristics of a good research problem ?
 - What are the advantages of pre-testing of a research tool ?
 - Why is control group necessary in an experimental study ?
 - What is descriptive method of research ?
 - Why is tabulation important in research ?
 - What are the different types of errors in rating ?
 - What are focus groups ?
 - When do we use double sampling in research ?

SECTION – B

- Answer **any four** of the following. **Each** question carries **5** marks. (4×5=20)
- What is interview ? Enumerate the conditions necessary for a successful interview.
 - Briefly explain the need and functions of review of related literature ?
 - How are variables classified in terms of their measurement and functional aspects ?
 - Illustrate the four kinds of scales of measurement used in collecting data for research purposes ?
 - What are the advantages and disadvantages of observation as a data collecting device ?

P.T.O.

7. Two salesmen A and B are employed by a company. Recently, it has conducted a sample survey yielding the following data:

| | Salesman A | Salesman B |
|--------------------------|------------|------------|
| Number of Sales | 40 | 50 |
| Average Sales ('000 Rs.) | 800 | 680 |
| Standard Deviation | 80 | 60 |

Find whether there is any significant difference between the average means of the two salesmen. (use $\alpha = 0.05$)

SECTION – C

Answer any three of the following. Each question carries 10 marks. (3×10 = 30)

8. Why should an hypothesis be clearly stated before research is initiated ? What are the characteristics of a good hypothesis ? Distinguish between directional and non-directional hypothesis.
9. Explain the concept of attitude. How do you construct an attitude scale to measure the attitude of workers towards the activities of the union, using Likert's method ?
10. What is reliability ? Explain any two procedures available for determining the reliability of a research tool with their merits and demerits.
11. State the conditions necessary for the use of the following sampling techniques:
 - a) Simple random sampling
 - b) Stratified random sampling
 - c) Systematic sampling
 - d) Snowball sampling
12. a) What is Kulmogorov-Smirnov test ?
 - b) A company has conducted a field survey covering 200 respondents. They were asked to indicate on a five-point scale about the durability of a product important to them. The responses are given below:

| | |
|-----------------------------------|----|
| Very important | 50 |
| Somewhat important | 60 |
| Neither important nor unimportant | 20 |
| Somewhat unimportant | 40 |
| Very unimportant | 30 |

Formulate the appropriate hypothesis and test it at 0.05 level of significance.

SECTION – D

This question is **compulsory**. It carries **13** marks.

13

13. a) What is chi-square ? What are its uses ?
- b) A manager of a company is interested in trying to find out whether absenteeism is greater on one day of the week than on another. His records for the past year gives the following distribution.

| Day of the week | Monday | Tuesday | Wednesday | Thursday | Friday |
|---------------------|--------|---------|-----------|----------|--------|
| Number of absentees | 68 | 62 | 54 | 52 | 64 |

Test whether the absence is uniformly distributed over the week. The C.R. of chi-square with d.f. = 4 and $\alpha = 0.05$ is 9.49.

I Semester M.B.A. (Day) Degree Examination, January/February 2007

(Updated Scheme)

MANAGEMENT

1.6 : Research Methodology

Time : 3 Hours

Max. Marks : 75

Instruction: Answer all Sections.

SECTION – A

1. Answer **any six** of the following. Each question carries two marks. (6×2=12)
- Define research and state two of its characteristics.
 - State two major differences between pure research and applied research.
 - What is a hypothesis ?
 - What are the characteristics of a good sample ?
 - Mention any two sources of primary and secondary data.
 - Give two important differences between schedule and questionnaire.
 - What is editing ?
 - What is descriptive analysis ?
 - What is inferential statistics ?

SECTION – B

- Answer **any four** of the following. Each question carries 5 marks. (4×5=20)
- What kinds of literature should a researcher review and for what purpose ?
 - Differentiate probability sampling and non-probability sampling.
 - What is meant by formulation of research problem ? What does it involve ?
 - What are the requirements of a successful interview ?
 - List and describe the types of questions to be avoided with examples.
 - What is meant by level of significance ? How is it interpreted ?

P.T.O.

SECTION - C

Answer **any three** of the following. **Each** question carries **10** marks. **(3×10=30)**

8. Select a hypothetical case to state a research problem and prepare a research design for its study.
9. What are the issues involved in selecting sampling methods for a given study ?
10. Describe the procedure and use of:
 - a) Word association test.
 - b) Sentence completion test.
 - c) Story completion test.
11. What is a rating scale ? In what alternate forms can it be designed ? What are its merits and demerits ?
12. In a survey of brand preference of high school students for soft drinks, the following results were obtained:

| | Brand A | Brand B | Brand C |
|-------|---------|---------|---------|
| Boys | 25 | 30 | 52 |
| Girls | 46 | 22 | 28 |

Was there any relationship between the brand preference and the gender of the consumers. Use a two-tailed test at the 0.05 level of significance.

SECTION - D

This Section is **compulsory**. It carries **13** marks. **(1×13=13)**

13. a) Enlist the conditions for applying χ^2 test.
- b) A book has 700 pages. The number of pages with various numbers of misprints is recorded below. At 5% significant level are the misprints distributed according to Poisson Law ?

| | | | | | | | |
|--------------------------------------|---|-----|----|----|---|---|---|
| No. of misprints (X) | : | 0 | 1 | 2 | 3 | 4 | 5 |
| No. of pages with X misprints | : | 616 | 70 | 20 | 2 | 1 | 1 |



JP – 956

**II Semester M.B.A. (Day) Degree Examination, June 2008
(2007-08 Scheme)
MANAGEMENT**

2.1 : Research Methodology and Technical Writing

Time : 3 Hours

Max. Marks : 75

Instruction: Calculators are allowed.

SECTION – A

1. Answer **any six** questions. (6×2=12)
- A) What is good hypothesis ?
 - B) What is a research problem ?
 - C) Define variables.
 - D) What is a research plan ?
 - E) What is ANOVA ?
 - F) What is Likert Scale
 - G) What is cross sectional research ?
 - H) What is Data Editing ?

SECTION – B

Answer **any three** questions : (3×8=24)

- 2. What is the meaning of measurement in the research ? What difference does it make whether we measure in terms of nominal, ordinal interval or ratio scale ? Explain with example.
- 3. What are the different sources of data ? Discuss with the suitable example.
- 4. Discuss the basic components of research report.

P.T.O



5. "Processing of data implies editing, coding, classification and tabulation". Describe in brief these four operations pointing out the significance of each in content of research study.
6. Find the value of Chi-square for the following information :

| Class | A | B | C | D | E |
|--------------------|---|----|----|----|---|
| Observed frequency | 8 | 29 | 44 | 15 | 4 |
| Expected frequency | 7 | 24 | 38 | 24 | 7 |

SECTION - C

Answer any two questions.

(2×12=24)

7. What do you mean by 'Sample Design' ? Briefly explain the probability and non probability sample designs.
8. How would you classify research design according to research purpose ? Discuss.
9. Write short notes on :
- Level of significance
 - Type I error and type II error
 - Null and alternate hypothesis
 - Measure of central tendency.



SECTION - D

10. Case Study (Compulsory)

(1×15=15)

Levi's : Fading Jeans and market Share

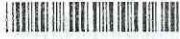
The Situation

As of 2006, Levi's is a leading global apparel company, with sales in more than 110 countries. It has been a long standing company with over 150 years of being in the clothing business. While one may think this long history can only result in good things, Levi's heritage has been its worst enemy. Philip Marineau, the president and chief executive officer for Levi Strauss & Co., had to work to revamp Levi's antique image and make the brand appealing to younger generations in efforts to boost its declining sales. In the last five years, Marineau saw worldwide sales drop 40 percent, losing market share to competitors like the Gap, and trendier ones such as Calvin Klein, Tommy Hilfiger, and Diesel. Another problem for Marineau came from store brand jeans, such as JCPenney's Arizona brand jeans or the Gap's in-house brand, which have changed their image and launched an assault on big brand names like Levi's. These store brand jeans, along with other store label jeans, now target the teenage market with "cutting edge" advertising. American trade publication *Brand Strategy* estimated that the brand has lost about 50 percent of the younger consumer market share worldwide between 1999 and 2005.

To compete with these brands and maintain leadership, Levi's, the market leader, is considering introducing their own line of private-label jeans to capture a larger portion of the teenage market. Philip Marineau wonders. "How powerful is a national brand like Levi's compared to an in-house brand like Gap or a store brand like JCPenney's Arizona jeans ?"

The Marketing Research Decision

- 1) If you were Philip Marineau, what type of research would you want to conduct to help arrive at an answer ?
- 2) Please explain how you would implement the type of research you have recommended.



PG – 596

II Semester M.B.A. (Day) Degree Examination, June 2009

(2007-08 Scheme)

MANAGEMENT

Paper – 2.1 : Research Methodology and Technical Writing

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer **any six** of the following questions. **Each** question carries **two** marks.

(6×2=12)

- a) What is Null Hypothesis ? Give an example.
- b) Give examples for Basic and Applied research.
- c) What is a Nominal ratio ?
- d) Explain the meaning of Measurement in Research.
- e) What do you understand by Business Research ?
- f) What is 'Causal Research' ?
- g) Differentiate between a questionnaire and schedule.
- h) List the various classifications of Research Design.

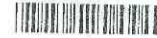
SECTION – B

Answer **any three** of the following questions. **Each** question carries **eight** marks.

(3×8=24)

2. Distinguish between Primary and Secondary Data.
3. Explain the following methods of sampling – (a) stratified sampling (b) simple random sampling (c) systematic sampling and (d) snowball sampling.
4. List the different types of scales and differences between them. Give examples.

P.T.O



5. A market research executive conducted a study to understand the relationship between sex and use of shampoo. A sample of 200 (above the age of 30) were randomly selected, and the data is tabulated below :

| | Use Shampoo | Do not use Shampoo | Total |
|--------|-------------|--------------------|-------|
| Male | 40 | 60 | 100 |
| Female | 70 | 30 | 100 |
| Total | 110 | 90 | 200 |

What do you conclude in terms of relationship between sex and use of shampoo ?

6. Raju Restaurant near the railway station at Falna has been having average sales of 500 tea cups per day because of the development of bus stand nearby its expect to increase its sales. During the first 12 days after the start of the bus-stand, the daily sales were as under :

550, 570, 490, 615, 505, 580, 570, 460, 600, 580, 530, 526
 On the basis of this information, can one conclude that sales have increased? Use 5% level of significance.

SECTION – C

Answer **any two** of the following questions. **Each** question carries **twelve** marks.

(2×12=24)

7. Describe the contents of a business research report.
8. What are descriptive studies ? Bring out their merits and limitations.
9. A potential buyer of fluorescent lamps bought 50 lamps of each of two brands viz., National lamps and Indian lamps. Upon testing these lamps, he found that the brand National had a mean life of 1282 hours with standard deviation of 80 hours, whereas, the brand Indian had a mean life of 1208 hours with a standard deviation of 94 hours. At 5 percent level of significance, can the buyer conclude that both brands have the same mean life ?



SECTION – D

10. **Compulsory** question. The question carries **fifteen** marks.

MTV : The World’s Most Widely Distributed TV Network

The Situation

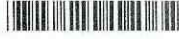
MTV Networks, which includes MTV, Nickelodeon, and VH1, have earned big profits for parent Viacom. The company has used a free-flowing corporate culture and a group of power brands to grow profits by 25 percent annually during the 1990s. As of 2006, MTV was the world’s most widely distributed television network, reaching more than 400 million households in 164 countries and territories.

Tom Freston, CEO of MTV, actually took MTV as a small startup and turned it into a cultural behemoth. While MTV has become an icon all over the world, gluing millions of viewers to its programming, it is constantly trying to keep up with what’s popular and keep its viewers watching.

MTV is always trying to find new ways to engage its target audience, 18-24-year-olds. This has not always been an easy task. For example, the channel had fading hits like “Beavis and Butthead” and “The Real World”. Ratings began to slip as users complained that there was no longer music on MTV. Telephone surveys were conducted with the 18-24-year-old group. The sample was selected by choosing households based on computerized random digit dialing. If the household had 18-24-year-olds, one person was selected using the next birthday method. The results of this survey showed that MTV needed a makeover.

- 1) Because trends come and go, it is important for MTV to stay in touch with its audience and know their wants. Tom Freston especially wants to keep in touch with the 18-24-year-olds through periodic surveys. What sampling technique would you recommend ?
 - 2) Discuss the role of the type of sampling technique you recommend in enabling Tom Freston to keep in touch with the target audience.
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E Master



PG – 563

II Semester M.B.A. (Day) Degree Examination, June/July 2010
(2007-08 Scheme)

2.1 : RESEARCH METHODOLOGY AND TECHNICAL WRITING

Time : 3 Hours

Max. Marks : 75

- Instructions:* 1) Statistical tables are allowed.
2) Calculators to be allowed.

SECTION – A

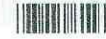
1. Answer **any six** of the following. (6×2=12)
- What is pure research ?
 - What is Cross-Sectional design ?
 - What is test marketing ?
 - What is Type – I error ?
 - What is focus group ?
 - Give one example for APA format of Bibliography.
 - What is skewness ?
 - What is two-tailed test ?

SECTION – B

Answer **any three** of the following questions. (3×8=24)

- Differentiate between exploratory and conclusive research.
- Explain with example various types of non comparative rating scale.
- Describe the process of report preparation.
- Describe the procedure for hypothesis testing.
- What is the major difference between Judgemental and convenience sampling ? What factors should be considered in choosing between probability and non probability sampling.

P.T.O.



SECTION – C

(2×)

Answer **any two** of the following questions :

7. Nokia would like to conduct a survey to determine the image of Nokia mobile and the image of its major competitors (Sony, Samsung, and Motorola). Develop such a questionnaire.
8. Write short notes on : **(any two)**
 - a) Interval and Ratio data
 - b) Parametric test
 - c) Non parametric test.
9. A drug is given to 10 patients and the increments in their blood pressure were recorded to be 3, 6, -2, 4, -3, 4, 6, 0, 0, 2. Is it reasonable to believe that there is no change of blood pressure after the use of drug ?

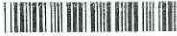
SECTION – D

10. **Case Study (Compulsory)** (1×)

New Balance : Attaining a Balance in Marketing Strategy.

The Situation

The U.S. athletic footwear market is likely to grow slowly during 2006 characterized by good volume sales and falling prices, according to a recently published report from Mintel International. It projects annual growth of 2 percent before inflation, rising to \$ 15.5 billion in 2008. This is due to factors such as overly complex manufacturer/retailer relationships that sap brand loyalty and excessive bargain hunting, a slow growth economy, and competition from brick shoe manufacturers as the previously distinct line between athletic and brick shoes becomes blurred. Alongside this, weak retail pricing is likely to lead to more of a two-tier market – an upscale shoe market for those most dedicated to athletic shoes (young males) and those with higher levels of discretionary income and a mass market for the rest of the nation. One bright spot revealed by Mintel consumer research is that respondents overwhelmingly agree that they are willing to “spend money on good sneakers”.



Jim Davis, CEO of New Balance Athletic Shoe, Inc., is trying to appeal to those consumers Mintel's research is talking about. New Balance rose quickly starting in the mid-1990s to be the third-largest seller of athletic shoes. Its strategy mirrored Nike's in launching the largest possible number of shoe styles and selling primarily through specialty athletic shoe stores and sporting goods stores. A big difference, however, was that New Balance created an upscale brand image that aimed to attract a greater number of 35- to 64-year-olds. Times are changing, however, and New Balance is learning that it must also change to keep improving its market growth and profits.

The Marketing Research Decision

1. New Balance would like to determine consumer preferences for its brand as compared to Nike, Reebok, and Adidas. Which scaling technique should be used ?
 2. Discuss the role of the type of scaling technique you recommend in enabling Jim Davis to determine consumer preferences for New Balance as compared to Nike, Reebok, and Adidas and increase the market share of New Balance.
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PG – 001

**II Semester M.B.A. (Day) Degree Examination, July 2011
(2007-08 Scheme)
MANAGEMENT**

Paper – 2.1 : Research Methodology and Technical Writing

Time : 3 Hours

Max. Marks : 75

Instruction : Answer all Sections.

SECTION – A

1. Answer **any six** of the following questions. **Each** question carries **two** marks. (6×2=12)
- List the types of research based on the purpose of research.
 - What is a 'hypothesis' ?
 - What is an attribute ? How is it different from 'variable' ?
 - Explain the meaning of 'snowball sampling'.
 - What do you understand by Business Research ?
 - What is 'Exploratory Research' ?
 - Differentiate between a questionnaire and schedule.
 - Differentiate data and information.
 - What is coding ?

SECTION – B

- Answer **any three** of the following questions. **Each** question carries **eight** marks. (3×8=24)

- Explain the different methods of sampling in brief.
- Briefly explain the different methods of collecting primary data.
- What is Literature Review ? Explain its purpose.

P.T.O.



5. Outline the different steps involved in carrying out Research.
6. From the data given below about the treatment of 250 patients suffering from a disease, state whether the new treatment is superior to the conventional treatment :

| Treatment | No. of patients | | |
|--------------|-----------------|----------------|------------|
| | Favourable | Not favourable | Total |
| New | 140 | 30 | 170 |
| Conventional | 60 | 20 | 80 |
| Total | 200 | 50 | 250 |

(Given for degree of freedom = 1, chi-square 5 per cent = 3.84.)

SECTION – C

Answer **any two** of the following questions. **Each** question carries **twelve** marks.
(2×12=24)

7. What are the sources of Research Problem ? Explain the criteria for selection of research problem.
8. Explain the contents of a 'Research Report'.
9. An IQ Test was administered to 5 persons before and after they were trained. The results are given below :

| Candidates | I | II | III | IV | V |
|---------------------------|-----|-----|-----|-----|-----|
| IQ before training | 110 | 120 | 123 | 132 | 125 |
| IQ after training | 120 | 118 | 125 | 136 | 121 |

Test whether there is any change in IQ after the training program.

SECTION – D

10. **Compulsory** Question. The question carries **fifteen** marks. (1×15=15)

What is Research Design ? Make a Research Design for a research topic entitled "Customer Behaviour towards 3D Televisions".



**Second Semester M.B.A. (Day) Degree Examination, June/July 2012
(2007-08 Scheme)**

Management

Paper – 2.1 : RESEARCH METHODOLOGY AND TECHNICAL WRITING

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer **any six** of the following questions. **(6×2=12)**

- a) What is Research Problem ?
- b) Define Hypothesis.
- c) What is Scientific Research ?
- d) What is literature review ?
- e) Define Inductive approach.
- f) What is Focus group ?
- g) Define Business Research.
- h) What is operational definition ?

SECTION – B

Answer **any three** of the following questions. **(3×8=24)**

2. Define research. Distinguish between Basic and Applied research.
3. You are working on a consumer perception study of four brands of bicycles. You will need to develop measurement questions and scales to accomplish the task listed below. Be sure to explain which data levels (nominal, ordinal, interval, ratio) are appropriate and which quantitative techniques you will use.

Provide a comparison of the brands for each of the following dimensions :

- 1) Styling
- 2) Durability
- 3) Gear quality
- 4) Brand image.

P.T.O.



4. Briefly explain the content of good research report.
5. Define sampling explain different types of sampling method.
6. Briefly explain the research process.

SECTION - C

Answer **any two** of the following questions.

(2x12=24)

7. Distinguish between Explanatory and Conclusive Research Design.
8. Write short notes on :
 - 1) Type I and Type II error
 - 2) Comparative Scaling Techniques.
9. An automobile company gives you the following information about age group and the liking for particular model of car which it plans to introduce.

| Persons who : | Below 20 | 20 - 39 | 40 - 59 | 60 and above | Total |
|------------------|----------|---------|---------|--------------|-------|
| Liked the car | 140 | 80 | 40 | 20 | 280 |
| Disliked the car | 60 | 50 | 30 | 80 | 220 |
| Total | 200 | 130 | 70 | 100 | 500 |

On the basis of this data can it be concluded that the model appeal is independent of the age group (given for $v = 3$, $\chi^2_{0.05} = 7.815$) ?



These factors are expected to limit this brand to be a niche player. But in order to make it a fulfilled brand and to make it in a profitable proposition it needs serious efforts to promote this brand and position it as a premium drinks. The positivity that Appy can ride is on the health factor too in comparison with the other soft drinks. Again, another advantages of this brand is the golden color of the drink, which makes it an ideal party drink as a welcome drink or a drink for 'tea totallers'. The product has a shelf life of one year, but once opened, this has to be stored under refrigeration and used within six days. The brand will succeed if it can win the confidence of the targeted group and with the current promotions, customers will give it a try. The management of Parle Agro is very much worried about their product's success in the market. To know the customers's expectation, the team wanted to go for a market research and you have been appointed as the project co-ordinator of this research project. Considering the above facts, answer.

Questions :

- 1) What would have been your research design ?
- 2) What methods of data collection would have been used by you ?
- 3) What would have been the questionnaire used by you for the survey ?



PG – 098

II Semester M.B.A. (Day) Degree Examination, June/July 2013
(Scheme : 2007-08)

MANAGEMENT

Paper – 2.1 : Research Methodology and Technical Writing

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer any six of the following. Each question carries two marks. (6×2=12)

- Define Scientific Research.
- State the sources for literature review.
- What is 'Business Research' ?
- What is observation ?
- What is a null hypothesis ?
- List the different parametric tests.
- Define sampling.
- What is deductive approach ?

SECTION – B

Answer any three of the following. (3×8=24)

- What is the meaning of 'measurement' in research ? Mention the types of primary measurement scales.
- Briefly describe the contents of a research report.
- Discuss Type I and Type II error in hypothesis testing.
- Distinguish between pure research and applied research.
- Distinguish between primary data and secondary data.

P.T.O.



SECTION - C

Answer any two of the following questions.

(2x12=24)

7. Define sampling. Describe briefly the different types of probability sampling.
8. Define research design. Explain the various phases in research designing.
9. A tea company appoints four salesmen A, B, C and D and observes their sales in three seasons Summer, Winter and Monsoon. The figures (in Lakh Rs.) are given in the following table :

| Seasons | Salesmen | | | | Total |
|---------|----------|----|----|----|-------|
| | A | B | C | D | |
| Summer | 36 | 36 | 21 | 35 | 128 |
| Winter | 28 | 29 | 31 | 32 | 120 |
| Monsoon | 26 | 28 | 29 | 29 | 112 |
| Total | 90 | 93 | 81 | 96 | 360 |

Carry out an analysis of variance.

SECTION - D

Case study **Compulsory**

(1x15)

10. Answer the following question it carries 15 marks.

The Situation :

When you think of the word "monster," what do you think ? Scary creatures under your bed ? Elmo and Grover from *Sesame Street*? The Walt Disney movie titled *Monsters, Inc.* ? These days, the word "monster" also refers to the online job search company that has connected millions of job searchers with employers. This company (www.monster.com) was founded in 1994 by Jeff Taylor, and Sal Iannuzzi was appointed chairman and CEO in 2007. It is the leading online global careers network and the world's number one hiring management resource. As of 2008, its clients included more than 90 of the *Fortune* 100 and approximately 490 of the *Fortune* 500 companies. The company had operations in 36 countries around the world. No wonder this company has added a whole new meaning to the word *monster*.



Monster makes heavy use of marketing research techniques in a unique way. Unlike companies such as Nielsen that conduct marketing research for different companies, Monster researches companies that are in need of employees to fill their positions and provides the service of matching job searchers to these companies. Although Monster is doing well, more and more companies have followed in Monster's footsteps and have entered the arena of providing job search services. These competing companies include HotJobs (hotjobs.yahoo.com), Kforce(www.kforce.com), eJobs(www.ejobs.com), and eCareers(www.ecareers.org). With all of these different services available, the market is beginning to become saturated with internet recruiting Web sites. It is important for Monster, now more than ever, to differentiate itself from the competition.

- 1) The success of Monster lies in matching the companies' job specifications with the skills and qualifications of job applicants. What scaling techniques should Monster use to measure companies' job specifications and job applicants' skills and qualifications ?
- 2) Discuss the role of the type of scaling technique you recommend in enabling Sal Iannuzzi to match companies' job specifications and job applicants' skills and qualifications and thereby increase the market share of Monster.



PG – 775

**II Semester M.B.A. Degree Examination, July/August 2014
(2007-08 Scheme)**

Paper – 2.1 : RESEARCH METHODOLOGY AND TECHNICAL WRITING

Time : 3 Hours

Max. Marks : 75

Instruction : Answer all Sections.

SECTION – A

1. Answer **any six** of the following questions. **Each** question carries **two** marks.

(6×2=12)

- a) Define Research.
- b) What is Inductive logic of doing research ?
- c) What is Research gap ?
- d) List the methods of secondary data collection.
- e) What is scientific research ?
- f) Define Sampling Frame.
- g) What is univariate analysis ?
- h) What is data coding ?

SECTION – B

Answer **any three** of the following questions. **Each** question carries **eight** marks.

(3×8=24)

2. Explain type I and type II error for Hypothesis testing.
3. You are a research executive with a university offering a number of postgraduate courses like M.Com., M.C.A. and M.B.A. Though any kind of qualification enhances one's personality, still you believe that the two year M.B.A. programme offered by the university has slow and steady impact on the personality development (especially in terms of introversion/extroversion) of the students. What is the recommended research design ? Justify your selection. What would be the variables, hypotheses and the population under study ?

P.T.O.



4. Discuss any four Probability sampling techniques with their relative merits and draw backs.
5. What is scaling ? Describe briefly various scaling techniques.
6. The sales of data of an item in six shops before and after a special promotional campaign are as under :

| Shops | A | B | C | D | E | F |
|-----------------|----|----|----|----|----|----|
| Before Campaign | 53 | 28 | 31 | 48 | 50 | 42 |
| After Campaign | 58 | 29 | 30 | 55 | 56 | 45 |

Can the campaign be judged to be a success ? Test at 5% level of significance.

SECTION – C

Answer **any two** of the following questions. **Each question carries twelve marks.**

(12×2=24)

7. Indicate the type of measurement scale you would use for each of the following characteristic. Why did you choose the scale you did ? Develop the appropriate question for each characteristics and the scale chosen.
 - a) Colour of a dishwasher
 - b) Age of TV
 - c) Occupation
 - d) Brand Loyalty
 - e) Readership of newspaper
 - f) Intention of purchase a TV
8. The three samples below have been obtained from normal populations with equal variances. Test the hypothesis that the sample means are equal :

| | | |
|----|----|----|
| 8 | 7 | 12 |
| 10 | 5 | 9 |
| 7 | 10 | 13 |
| 14 | 9 | 12 |
| 11 | 9 | 14 |

The table value of Fat 5% level of significance for $V_1 = 2$ and $V_2 = 12$ is 3.88.

9. Explain the various types, objectives and functions of Research Report.



SECTION – D

10. **Compulsory question** : The question carries **fifteen** marks. (1×15=15)

Online Booking – Has the Time Come ?

The day is not very far when the Indian travellers can criss-cross the globe with just a few clicks. Taking e-commerce and information technology services a step further, the Indian travel industry is composing itself to usher in the era of e-ticketing.

On-line booking involves pursuing of available information on travel websites and then making a reservation. However, if you are not the kind who prefers a particular airline, then you can check out travel sites, which collate flights details of all airlines, and are the apt place to book or bid for air tickets. Travel portals, such as travelguru.com, arzoo.com, yatra.com, indiatimes.com, rediff.com, makemytrip.com, and cleartrip.com, would provide you all details of flights along with their fares in an ascending order, i.e., the lowest priced, ticket is featured first, on its web page.

The number of consumers who book travel tickets online is growing. But a switch from offline environment to online environment creates certain doubts in the minds of consumers. Such doubts have been termed as perceived risks in literature.

Also, the internet revolution has brought about significant changes in market transparency, defined as the availability and accessibility of information to market participants. For example, air travellers can use online travel agencies to browse through hundreds of travel offers to their destination, compared to typically few offers from a traditional travel agent or airline prior to the Internet era.

Generally, market transparency seems to benefit consumers because they are able to better discern the product that best fits their needs at a better price. However, there still is a large percentage of population who get their tickets booked through the traditional queuing system.

The advent of e-ticket booking over the past couple of years has led to the mushrooming of online travel agencies. These online service providers have in fact come up with a wide variety of services for faster and more convenient



mode of ticket booking. They offer a host of services starting from booking something as mundane as a train or flight ticket to something as exotic as a holiday. They offer various packages which have the entire itinerary for the proposed holiday. They even offer a convenient pick-up and drop service. With such a range of services being offered at your fingertips, expectations are that more and more number of travellers would start using such easy, fast and convenient services as compared to the conventional booking process across a reservation counter. Yet, we still observe long queues at the various reservation counters. And, we also know that there are a number of people who use the online services available to book their travel than through traditional travel booking counters.

Srininandan Rao, CEO of Ghoom.com, a travel portal that has been in existence for the past three years wondered whether he can look at a bigger customer base for his travel booking business or look at an alternative e-business.

Questions :

- 1) What is the kind of research study that you can undertake for Mr. Rao ?
 - 2) Formulate the research problem and the objectives of your study. Can you suggest an alternative research approach that you can take ?
 - 3) Develop a working hypothesis for your study.
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PG – 943

II Semester M.B.A. Degree Examination, July 2016
(2007-08 Scheme)
MANAGEMENT

2.1 : Research Methodology and Technical Writing

Time : 3 Hours

Max. Marks : 75

Instruction : Answer all Sections.

SECTION – A

1. Answer **any six** questions. Each carries 2 marks. (6×2=12)
- What are the main components of a good research study ?
 - How do you define research problem ?
 - What are the steps in processing of research data ?
 - What do you mean by Type I error and Type II error ?
 - Mention the various scaling techniques used in business research.
 - What do you mean by questionnaire ?
 - What is Scientific Research ?
 - Define Sampling Unit.

SECTION – B

- Answer **any three** questions. Each carries 8 marks. (3×8=24)
- Explain the steps that need to be accomplished in order to complete the research study.
 - Describe the different types of sampling design.

P.T.O.



4. The following table gives the monthly sales (in thousand rupees) of a certain firm in three states by its four salesmen :

| States | Salesmen | | | | Total |
|--------|----------|----|----|----|-------|
| | A | B | C | D | |
| X | 5 | 4 | 4 | 7 | 20 |
| Y | 7 | 8 | 5 | 4 | 24 |
| Z | 9 | 6 | 6 | 7 | 28 |
| Total | 21 | 18 | 15 | 18 | 72 |

Set up an analysis of variance table for the above information. Calculate F-coefficients and state whether the difference between sales affected by the four salesmen and difference between sales affected in three states are significant.

5. Discuss the format of Research report.
6. Briefly explain the process of hypothesis testing.

SECTION - C

Answer any two questions. Each carries 12 marks.

(2×12=24)

7. Define hypothesis testing. Distinguish between parametric and non parametric tests.
8. What do you mean by the term 'measurement' ? Explain the characteristics and various types of measurement scales.
9. Ten young recruits were put through a strenuous physical training programme by the army. Their weights (in kg) were recorded before and after with the following results :

| Recruit | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Weight before | 127 | 195 | 162 | 170 | 143 | 205 | 168 | 175 | 197 | 136 |
| Weight after | 135 | 200 | 167 | 182 | 147 | 200 | 172 | 186 | 194 | 141 |

Using 5% level of significance should we conclude that the programme affects the average weight of young recruits (Answer using t-test).



SECTION - D
(Compulsory)

Case Study :

(1x15=15)

10. Prestige consulting services offer personalised investment advice to their customers. They are located at a prime location where corporate offices of major multinational companies are located. Thus, the organisation has a huge customer base of 2450 platinum and 3400 gold customers (based on the investment of over Rs. 10 lakh and between Rs. 5 to 10 lakh respectively). The management of Prestige is looking at expanding its operation in the other metros. Over the last years, they have been offering advice in all financial instruments and other investment options. Management is concerned with how its customers rate the service and the personnel at the consultancy, and they would like to know the customer's impressions of Prestige. Design a mail questionnaire that can be sent to the bank's customers to obtain the desired information.
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