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05MBA26

Second Semester MBA Degree Examination, May/June 2010
Business Research Methods

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.

- 1 a. What aspects must be specified in a problem definition if it is to be completed? (03 Marks)
 b. What is scientific method in research? What are its characteristics? (07 Marks)
 c. Do you think every project must pass through each state of research process? Give reasons to support your answer. (10 Marks)
- 2 a. Distinguish between pure research and applied research. (03 Marks)
 b. Distinguish between management decision problem and market research problem. (07 Marks)
 c. Discuss the merits and limitations of observation method of data collection. What points should be considered to make observation technique successful? (10 Marks)
- 3 a. Give any three examples for the use of observation technique in marketing research. (03 Marks)
 b. Make a comparison between personal survey, mail survey and telephone survey. (07 Marks)
 c. How would you design a questionnaire? Explain the points to be borne in mind, while preparing a good questionnaire. (10 Marks)
- 4 a. What is a leading question? (03 Marks)
 b. Discuss the factors to be considered in determination of sample size by qualitative method. (07 Marks)
 c. Discuss various marketing research application areas and the corresponding research activities that can be undertaken in that particular domain. (10 Marks)
- 5 a. What are the internal sources of secondary data? (03 Marks)
 b. Discuss the steps involved in the sampling process. (07 Marks)
 c. What sample design would you select in each of the following? Justify your answer in each case:
 i) A study to determine consumer reactions to a new brand of tea.
 ii) A study to measure the audience watching a sponsored television programme.
 iii) A survey of households in a city to determine the number of children eligible for primary education but not yet enrolled.
 iv) A study to find out the household expenditure on clothing by various income groups. (10 Marks)
- 6 a. List out any three parametric tests. (03 Marks)
 b. Briefly explain the steps involved in hypothesis testing. (07 Marks)
 c. Write short notes on :
 i) Cluster analysis ; ii) Multi dimensional scaling. (10 Marks)
- 7 a. What is editing? (03 Marks)
 b. What is bibliography? Give the format for bibliographical listing of books and journals in a research report, with an example for each. (07 Marks)
 c. Give a typical research report outline. (10 Marks)

Any revealing of identification, appeal to evaluation and/or equations written on, 43/18 = Nil, will be treated as malpractice

CASE STUDY

A company is engaged in the manufacture of certain leather consumer products products are shoes, ladies leather hand bags, purses and belts. The company account about 10 % of the market share in shoes, which is its main product.

Since last year, the company has been facing stiff competition from another firm which come up recently in the city. This is reflected in the declining monthly sales. The company concerned over this development and would like to regain its hold over the shoe market. At a recent meeting of the board of directors, a decision was taken in favour of a systematic study by an outside expert agency.

As a marketing consultant for the expert agency, how would you answer the following questions?

- a. Write the research objective for the given problem. (05)
- b. What kind of research approach would you adopt and why? (05)
- c. Which method of data collection would you select and why? (05)
- d. Briefly explain the research methodology you would adopt in the study. (05)

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