

Department of Marketing and Supply Chain Management
End Term Examination
May-2017
MBA (SCM) Semester II

Title: Research Methods in Business
Course Code: PGSCM2C006T
Time Allotted: 3 hrs

Max. Marks: 100
Min. Marks: 50

Section A

*This section contains ten MCQ's / True-False Statements / Fill in the Blanks.
All questions in this section are compulsory. Each question carries 1.5 marks.*

1.research deals with practical problems.
A. Basic
C. Applied
B. Exploratory
D. Experimental
2. Plan of study of a researcher is called
A. Research design
C. research procedure
B. research method
D. Research problem
3. A questionnaire is a devise that is most frequently used in collecting..... data
A. Secondary
C. Both
B. Primary
D. None of these
4. Quantitative research isbased
A. Variables
C. Judgment
B. Attributes
D. None of these
5. Variables that contain data having only two categories are called
A. Interval
C. nominal
B. ordinal
D. dichotomous
6. Random sampling is also called sampling.
A. Probability
C. accidental
B. Non probability
D. Snow ball
7. Original source from which researcher directly collects the data that has not been previously collected
A. Primary data
C. Tertiary Data
B. Secondary Data
D. None of these
8. The method that involves recording the behavioural pattern of people, objects and events in a systematic manner to obtain information about the phenomenon of interest
A. Online Survey
C. Schedules
B. Observation
D. All of these
9. The test used to find the significant mean difference between two small samples is
A. F test
C. t test
B. Z test
D. ANOVA
10. Linear regression is technique
A. Univariate
C. Multivariate
B. Bivariate
D. None of these

Section B

This section contains Short Answer Type Questions.

Attempt any five questions selecting one from each unit. Each question carries 8 marks.

Unit -I

- Q. No.11. Discuss the objectives of research.
- Q. No.12. How research hypotheses are formulated?

Unit –II

- Q. No.13. Write a short note on descriptive and exploratory research.
Q. No.14. What are the benefits and drawbacks of secondary data?

Unit –III

- Q. No.15. Explain the various types of measurement scales.
Q. No.16. Discuss the physical characteristics of questionnaire.

Unit –IV

- Q. No.17. What is sampling? How sampling differs from census?
Q. No.18. Write a short note on univariate and Bivariate analysis.

Unit –V

- Q. No.19. Discuss the computation of descriptive statistics through the SPSS.
Q. No.20. Explain the importance of report writing.

Section C

This section contains Long Answer Type Questions.

Attempt any two questions out of four from Part-I. Each carries 15 marks.

Part-II is compulsory and is a case study. It carries 15 marks

Part I

- Q. No.21. Explain the various steps in the research process.
Q. No.22. Discuss the questionnaire method of data collection. Also explain the questionnaire design procedure.
Q. No.23. Describe the various probability sampling techniques.
Q. No.24. Explain the types of research reports. Also state the structure of research report.

Part II

Q.No.25. Case Study

Shridhar from Bengaluru, had developed an electric car – VERVE (it is a fully automatic, no clutch, no gears), two-door hatchback, easily seating two adults and two children with a small turning radius of just 3.5 metres). It runs on batteries and as compared to other electric vehicles, has an onboard charger to facilitate easy charging which can be carried out by plugging into any 15 amp socket at home or work. A fully battery charge takes less than seven hours and gives a range of 80 km. In a quick-charge mode (two-and-a-half hours) 80 per cent charge is attained which is good enough for 65 km. A full charge consumes just about 9 units of electricity. Somehow the product did not take off the way he expected. He is contemplating about repositioning the car. As he stood looking at the prototype, he knew that there were a couple of questions to which he must find answers before he undertook the repositioning exercise. Who should be the targeted segment – old people, young students just going to college, housewives, or? What should be the positioning stances? What kind of image would these Customers relate to? Was a new name or punch-line required? How should the promotions be undertaken? Hyundai had done it with Shah Rukh Khan, should he also consider a celebrity? If yes who?

Questions:

1. What kind of research study should Shridhar undertake? Define the objectives of his research.
2. Do the stated objectives have scope for a qualitative research?
3. Which method(s) would you recommend and why?
4. Can you construct a template for conducting the study? What element would you advice Shridhar to keep in mind, and why?