

SET II

MBA (HRM) Semester-II

Course Title: Research Methodology

Course No.: PGHRM2C003T

Maximum Marks: 100

Time Allowed: 3 hours

Section 'A'

Attempt all questions, each question carries 1.5 marks

- (1) Let's say that a test accurately indicates participants' scores on a future criterion. This test would clearly have which of the following?
 - a) Face validity
 - b) Concurrent validity
 - c) Predictive validity
 - d) Content validity
- (2) If a baseball coach calculates batting averages, what scale would be used?
 - a) Interval scale
 - b) Ratio scale
 - c) Nominal scale
 - d) Ordinal scale
- (3) Most of the outcome/dependent variable characteristics and attributes measured in educational research probably exist at the _____ level of measurement.
 - a) Nominal
 - b) Ordinal
 - c) Interval
 - d) Ratio
- (4) Identify the following term that most closely refers to a judgment of the extent to which scores from a test can be used to infer, or predict, the examinees' performance in some activity:
 - a) Content reliability
 - b) Face validity
 - c) Criterion-related validity
 - d) Inference validity
- (5) Which of the following is the correct order of Stevens' four levels of measurement?
 - a) Ordinal, nominal, ratio, interval
 - b) Nominal, ordinal, interval, ratio
 - c) Interval, nominal, ordinal, ratio
 - d) Ratio, interval, nominal, ordinal
- (6) Which is the process of gathering evidence supporting inferences based test scores?
 - a) Validation
 - b) Validity
 - c) Reliability
 - d) Prediction
- (7) When evaluating tests and assessments, "reliability" refers to asking ourselves which of the following questions?
 - a) Does it measure what it is supposed to measure?
 - b) Are there ways to avoid subjective judgments when measuring something?
 - c) Does it give consistent results?
 - d) Does it measure multiple constructs?
- (8) Hypotheses in qualitative research studies usually _____.
 - a) Are very specific and stated prior to beginning the study
 - b) Are often generated as the data are collected, interpreted, and analyzed
 - c) Are never used
 - d) Are always stated after the research study has been completed
- (9) A research plan _____.
 - a) Should be detailed
 - b) Should be given to others for review and comments
 - c) Sets out the rationale for a research study
 - d) All of the above

Q25 Analyze the case and answer all the questions. (Compulsory Question)

A visit to Turner Field, the Atlanta Braves' state-of-the-art ballpark, feels like a trip back to future. The stadium blends 1940s tradition with 21st century convenience. The brave marketing campaign reflects the charm and nostalgia of baseball's past, but it has a futuristic slogan: "Turner Field: Not just baseball. A baseball theme park." Fans love the fact that they're closer to the action at Turner with the stands just behind. Besides first or third base to the dugouts with the stands just behind. Besides that, there's a Braves Museum and Hall of Fame with more than 200 artifacts. Cybnauts will find Turner Field awesome because it is a ballpark that makes them a part of the action. At the stadium, built originally for the 1996 Olympics and converted for baseball after the games, there are Interactive games to test fans' hitting and pitching skills, and their knowledge of baseball trivia; electronic kiosks with touch screens and data banks filled with scouting reports on 300 past and present Braves, along with the Braves' Internet home page; a dozen 27-inch television monitors mounted above the Braves' Clubhouse Store, broadcasting all the other major league games in progress, with a video ticker-tape screen underneath spitting out up-to-the-minute scores and stats; a sophisticated communications system, with four miles of fiber-optic cable underneath the playing field that will allow World Series games to be simulcast around the globe, as well as special black boxes placed throughout the stadium to allow as many as 5,500 cell-phone calls an hour.

The marketing of Turner Field is aimed at many types of fans. It goes enough just to provide nine innings of baseball. Turner Field's theme-park concept was the brainchild of Braves President Stan Kasten. In the early 1990, as the Braves grew into one of the best teams in baseball, Kasten, increasingly became frustrated while watching fans flock to Atlanta-Fulton County Stadium - yam with little to do but eat overcooked hot dogs and watching batting practice. As Kasten saw it, they spent too much time milling on club level concourse and too little time spending money. What if he could find a way for families to make an outing of it, bring the amenities of the city to Hank Aaron Drive, and create a neighborhood feel in main plaza at the ballpark? "I wanted to broaden fans' experience at the ball park and broaden our fan base," Kasten says. People have no problem spending money when they're getting value. We have one of the highest payrolls in the baseball, and I needed to find new ways to sustain our revenues."

Turner Field's main entry plaza opens three hours before games-compared two hours for the rest of the ballpark—and stays open for about two hours after games. On weekends, there is live music. Everyone's invited--186 \$1 "skyline seats" are available for each game—and that buck gets you anywhere, from the open-air porch at the Chop House restaurant (which specializes in barbecue, bison dogs, Moon Pies, and Tomahawk lager) to the grassy roof at Coke's Sky Field, where fans can keep cool under a mist machine. Interactive games in Scouts Alley range from \$1 to \$4, and the chroma-key studios in the East and West Pavilions cost \$10-20, where fans can have their picture inserted into a baseball card or into a photo of a great moment in Braves history. Admission to the museum is \$2. And it should come as no surprise that there are seven ATMs located throughout the ballpark. One of the Braves' key marketing objectives is to help build a new generation of baseball fans. The stadium was planned so that fans will find something to love and learn at every turn. The minute a fan's ticket is torn, that person becomes part of what's happening at Turner Field.

Questions

- I. What role should business research play in a sporting organization such as the Atlanta Braves, both in making capital decision and in supporting everyday operational matters?
- II. Suppose an executive for the Braves wishes to know whether the stadium has caused employees (including ticket takers, parking attendants, ushers, security personnel, scam employees, etc.) to be more committed to the Braves organization than they were playing in all old-fashioned stadium. What would a potential research design involve and what data collection and statistical tests, if any, could be useful?