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14MBA23

**Second Semester MBA Degree Examination, Dec.2015/Jan.2016**  
**Research Methods**

Time: 3 hrs.

Max. Marks:100

**SECTION - A***Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 Define business research. (03 Marks)
- 2 Name the types of business research design. (03 Marks)
- 3 Name any three concepts of sampling. (03 Marks)
- 4 What are the basic sources for data collection? (03 Marks)
- 5 Name any three variables you would consider for preparing the data for analysis. (03 Marks)
- 6 What is hypothesis testing? (03 Marks)
- 7 What is a report in research? (03 Marks)

**SECTION - B***Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 Briefly explain the process of research. (07 Marks)
- 2 What are the features for a good research? (07 Marks)
- 3 What is probability and non – probability sampling? Explain any 3 techniques in each. (07 Marks)
- 4 Explain the process of designing a questionnaire. (07 Marks)
- 5 Brief the advantages and disadvantages of secondary data. (07 Marks)
- 6 What are the characteristics of a hypothesis? (07 Marks)
- 7 Explain the types of research report. (07 Marks)

**SECTION - C***Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 Discuss few research applications in business decision. (10 Marks)
- 2 Explain exploratory research and conclusive research in business research design. (10 Marks)
- 3 Discuss the types of projective techniques for primary data collection. (10 Marks)
- 4 Explain the basic measurement scales. (10 Marks)
- 5 Explain the various stages for preparing the data for research analysis. (10 Marks)
- 6 Explain the different procedures for performing an analysis of variance (ANOVA). (10 Marks)
- 7 What is a report and explain its purpose in research? (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.  
2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.

**SECTION – D****CASE STUDY – [Compulsory]**

Unilever launched surf in 1952, and is the third biggest selling product in the washing detergent market behind Unilever's Persil and Procter and Gamble's Ariel.

As on 2006, Unilever sold consumer products in 150 countries. As much as 85% of their profits came from overseas and 7% of their profits attributed to Asia and the Pacific. Unilever attempted to break into the Japanese Detergent Market with surf super concentrate. It achieved 14.5% of the market share initially, during the "test marketing"; which fell down to 2.8% when the product was introduced (launched) nationally. Surf had designed to have a distinctive premeasured packet as in Tea – Bag – like sachets, joined in pairs because convenience was an important attribute to Japanese consumers. It also had a fresh smell appeal. Japan has a average monthly sun hours ranging from 110 hours during September to 190 hours during August, and the average temperature ranges from – 1 degree Celsius to 9 degree Celsius. Japanese washing machines are popularly have a low agitation function. Despite weak performance in the Japanese market, surf continued to perform well in several markets including India through 2006.

Answer the questions :

- a. Identify where Unilever might have gone wrong? Was the research approach (test marketing) done properly? (10 Marks)
- b. Suggest an appropriate survey and sampling method for the case. (10 Marks)

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