CBCS Scheme

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16/17MBA23

Second Semester MBA Degree Examination, June/July 2018
Research Methods

Time: 3 hrs. Max. Marks:80

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

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.

1 a. What is Research? **(02 Marks)**
b. What are the steps involved in sample survey design? **(06 Marks)**
c. Explain various types of research. **(08 Marks)**

2 a. List out different attitude measurement scales. **(02 Marks)**
b. Explain different step in research process. **(06 Marks)**
c. Construct structured Questionnaire to study the purchasing attitude of consumer towards the different colors of cars. **(08 Marks)**

3 a. Explain Snow ball sampling. **(02 Marks)**
b. Explain various sources of data collection in Business research. **(06 Marks)**
c. Prepare a research proposals to study the marketing of newly developed product of your choice. **(08 Marks)**

4 a. What do you understand by Independent variable? **(02 Marks)**
b. Discuss seven activities the researches must accomplish to make the experimental research successful. **(06 Marks)**
c. "Do you think descriptive research is appropriate method for social science research"? Justify your answer. **(08 Marks)**

5 a. Explain Literature review. **(02 Marks)**
b. List out features of Good research. **(06 Marks)**
c. This is always a trade – off between Type 1 and Type 11 errors. Discuss. **(08 Marks)**

6 a. Explain Null hypothesis. **(02 Marks)**
b. List out and explain different step in report writing. **(06 Marks)**
c. In a sample of 1000, the mean is 17.5 and the standard deviation is 2.5. In another sample of 800, the mean is 18 and the standard deviation is 2.7. Assuming that the samples are independent, discuss whether the two samples could have come from a population which have the same standard deviation. **(08 Marks)**

7 a. What do you mean by Editing in research? **(02 Marks)**
b. Explain one way Anova. **(06 Marks)**
c. Discuss the different types of research report. **(08 Marks)**

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8 **CASE STUDY** :

Retail outlets can get into what is known as the death spiral. This is a vicious cycle in which the retail outlet keeps eliminating "non – profitable" items/products. This in turn reduces the demand for certain items/products bought with the eliminated item/products. The out let lends to repeat its "elimination" round with a new set of items. Over a period of time, the outlet traffic is seriously affected to the extent that the profitability is also threatened. The following example will illustrate the importance of the concept. Shoppers may buy bread regularly from an outlet along with other items. There are regular shoppers, but may form only about15 percent of the total shoppers. The outlet may eliminate them from its merchandise without realizing that those 15% bread buyer also buy cheese, butter and jam. But eliminating there items, the store may have, infact, reduced its consumer traffic. These 15% shoppers may begin going to other stores. So not only does the traffic reduce but the profit also go down. Once in their vicious trap, the outlet may lose its consumers besides, of course the profits.

Questions :

a. Which method of research do you suggest to find the reason for the down fall of retail outlet? **(08 Marks)**

b. Suggest suitable title and develop research objectives and hypothesis. What test do you think it appropriate to test the hypothesis for the above case? **(08 Marks)**

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