

CBCS Scheme



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16MBA23

Second Semester MBA Degree Examination, Dec.2017/Jan.2018

Research Methods

Time: 3 hrs.

Max. Marks:80

**Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No. 8 is compulsory.**

- 1 a. Define snowball sampling. (02 Marks)
b. Discuss the types of experimental design. (06 Marks)
c. Describe the different types of research reports. (08 Marks)
- 2 a. Discuss business research. (02 Marks)
b. Describe the types and causes of non-sampling error. (06 Marks)
c. Discuss the research process in detail. (08 Marks)
- 3 a. What is data analysis? (02 Marks)
b. Explain the steps in data presentation. (06 Marks)
c. Explain the methods of primary data collection and the tools to be used. (08 Marks)
- 4 a. What are projective techniques? (02 Marks)
b. Differentiate between parametric and non-parametric test. List the test. (06 Marks)
c. Explain the type of probability sampling. (08 Marks)
- 5 a. What is hypothesis? (02 Marks)
b. Discuss the various levels of measurement technique scales. (06 Marks)
c. Explain the types of research design in detail. (08 Marks)
- 6 a. What do mean by one shot case study? (02 Marks)
b. Describe the features and characteristics of good research. (06 Marks)
c. Explain the various methods of observational research. (08 Marks)
- 7 a. What is sampling error? (02 Marks)
b. Write short note on KW test, Mann-Whitney test. (06 Marks)
c. Explain the process of designing questionnaires. (08 Marks)
- 8 CASE STUDY [Compulsory]

Home Appliances Pvt. Ltd.

The company is one of the leading manufactures of washing machine and few other products like Owen and televisions. Washing Machine's accounts for a sizeable portion of its total production and it is also their dominant product line. of date, the company has been finding it increasingly difficult to maintain its competitiveness. There are around 17 other brands which altogether account for 88 models. top management of the company recognize the increasing competition and declining sales are of the opinion that a market research has to be conducted to ascertain the customer's satisfaction. In one stage their marketing managers moved to the other companies for better packages, so. Home appliances has appointed new executives and expand the business with new models, special features and attractive promotional strategies.

Questions :

- a. Identify the strengths and weakness—identify the major problems involved in eh case? (04 Marks)
- b. At one stage sales reduced, explain. (04 Marks)
- c. As a marketing executive suggest the type of research, and why? (04 Marks)
- d. Advice the company for attracting the customers and promotional strategies to be adopted. (04 Marks)

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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.