PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF MANAGEMENT   SET A

MID TERM EXAMINATION

Even Semester: 2018-19   **Date**: 27 March 2019

Course Code: MGT 106   **Time**: 2 Hours

Course Name: Business Research Methods   **Max Marks**: 40

Program & Sem: MBA & II Sem   **Weightage**: 20%

Instructions:
 (i) ***Asnwer all the questions***

Part A

Answer **all** the Questions. **Each** question carries **three** marks.   (4Qx3M=12)

1. Write any three differences between applied research and basic research?
2. Explain 'concept' with examples?
3. What do you mean by exploratory research?
4. List any three sources of secondary data.

Part B

Answer **both** the Questions. **Each** question carries **six** marks.   (2Qx6M=12)

5. Discuss Deductive and Inductive Reasoning in formulating theories.
6. Assuming you are a Customer Relationship Manager in Redbus, illustrate how do you employ self-administered questionnaire to study passengers' satisfaction?

Part C

Answer the Question. Question carries **sixteen** marks.   (1QX16M=16)

7. M/s Danishq Jewellers is having a huge retail business in Bengaluru. The jewelers have decided to improve the profitability. They have planned to expand the business by opening a new branch in Mysore.
    a. Draw the research design explaining the type of research for the above case.

    b. Exemplify the method of collecting data with respect to the case.

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SCHOOL OF MANAGEMENT   SET B

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Program & Sem: MBA & II Sem   **Weightage**: 20%

Instructions:
  (i)   *Answer all the questions.*

Part A

Answer **all** Questions. **Each** question carries **three** marks.   (4Qx3M=12)

1. Distinguish between Research proposition and Hypotheses.
2. Define Descriptive Research.
3. Briefly explain telephonic interview.
4. Mention three advantages of secondary data.

Part B

Answer **both** the Questions. **Each** question carries **six** marks.   (2Qx6M=12)

5. What are the administrative errors in survey research?
6. Briefly explain exploratory research.

Part C

Answer the Question. Question carries **sixteen** marks.   (1Qx16M=16)

7. A consumer durable company based out of Bangalore is planning to launch a new type of washing machine. The company would like to understand how consumers select a brand of washing machine.
   a. Illustrate the data collection method you would like to employ for the above research.
   b. Discuss the research steps that you as a researcher will make to investigate this issue.   (6+10)

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END TERM FINAL EXAMINATION

Even Semester: 2018-19   **Date**: 31 May 2019

Course Code: MGT 106   **Time**: 3 Hours

Course Name: Business Research Methods   **Max Marks**: 80

Program & Sem: MBA & II Sem   **Weightage**: 40%

Instructions:
   (i)   ***Students can use scientific calculators***

Part A

Answer **all** the Questions. **Each** question carries **four** marks.   (5Qx4M=20M)

1. List the stages in the research process
2. Evaluate the following survey design: A shopping mall that wishes to evaluate its image places packets including a questionnaire, cover letter, and stamped return envelope in the mall where customers can pick them up if they wish.
3. What is a focus group interview?
4. Distinguish between Likert scale and semantic differential scale.
5. Briefly explain: (i) null hypothesis
                              (ii) type I error

Part B

Answer **all** the Questions. **Each** question carries **ten** marks.   (3Qx10M=30M)

6. Describe any two non – probability sampling methods. Give examples.
7. Explain reliability and validity as a criteria for good measurement.
8. A corporation owns several companies. The strategic planner for the corporation believes dollars spent on advertising can to some extent be a predictor of total sales dollars. As an aid in long-term planning, she gathers the following sales and advertising information from several of the companies for 2009 ($ millions).

Advertising(X)	Sales(Y)
12.5	148
3.7	55
21.6	338
60.0	994
37.6	541
6.1	89
16.8	126
41.2	379

Develop the equation of the simple regression line to predict sales from advertising expenditures using these data.

Part C

Answer **both** the Questions. **Each** question carries **fifteen** marks. (2Qx15M=30M)

9. Design a questionnaire to measure consumer satisfaction with an airline. (the questionnaire should contain at least 15 questions)

10. Two hundred men selected at random from various levels of management were interviewed regarding their concern about environmental issues. The response of each person was tallied into one of three categories: no concern, some concern, and great concern. The results were:

Level of Management	Environment Concern		
	No concern	Some concern	Great concern
Top management	15	13	12
Middle management	20	19	21
Supervisor	7	7	6
Group leader	28	21	31

Use the .01 significance level to determine whether there is a relationship between management level and environmental concern.(Table value = 16.812)