



**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

MAKE UP EXAMINATION – JAN 2023

Course Code: MBA2033

Course Name: Business Research Methods

Program : MBA

Date: 20-Jan-2023

Time: 01.00 PM – 04.00 PM

Max Marks: 100

Weightage: 50%

Instructions:

- (i) Read the all questions carefully and answer accordingly.
- (ii) Students are allowed to use Scientific calculators

Part A [Memory Recall Questions]

Answer all the Questions. Each question carries THREE marks.

(10Qx 3M= 30M)

1. Define causal research. Give an example. (C.O.No.1) [Comprehension]
2. Define Primary data. Give an example (C.O.No.1) [Comprehension]
3. Mention any three advantages of telephone interviews. (C.O.No.2) [Comprehension]
4. Briefly explain the need for using secondary data in research. (C.O.No.2) [Comprehension]
5. Mention any three probability sampling methods (C.O.No.3) [Comprehension]
6. Define qualitative research. Mention any two methods of conducting qualitative research. (C.O.No.2) [Comprehension]
7. What is an open ended question in a questionnaire? Give an example. (C.O.No.2) [Comprehension]
8. Define Null hypothesis. Provide an example. (C.O.No.4) [Comprehension]
9. Briefly explain the concept of level of significance. (C.O.No.4) [Comprehension]
10. What are the important components of a business report? (C.O.No.4) [Comprehension]

Part B [Thought Provoking Questions]

Answer all the Questions. Each question carries EIGHT marks.

(5Qx8M=40M)

11. Outline a research design for the following situation: An overnight package delivery service wishes to observe delivery workers beginning at the moment when they stop the truck, continuing through the delivery of the package, and ending when they return to the truck. (C.O.No.2) [Application]

12. Suppose Jet Airways wants to ascertain the image it has in the minds of its patrons. Construct a four-item Likert scale to measure the perceived image of the airlines. (C.O.No.3) [Application]
13. A department store that wishes to examine whether it is losing or gaining customers draws a sample from its list of credit card holders by selecting every tenth name. Identify the sampling method used and explain any two probability sampling methods. (C.O.No.3) [Comprehension]
14. 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. Identify the sampling method used and explain any two nonprobability sampling methods. (C.O.No.2) [Application]
15. You are the manager of a restaurant that delivers pizza to college dormitory rooms. You have just changed your delivery process in an effort to reduce the mean time between the order and completion of delivery from the current 25 minutes. From past experience, you can assume that the population standard deviation is 6 minutes. A sample of 36 orders using the new delivery process yields a sample mean of 22.4 minutes. At the 0.05 level of significance, is there evidence that the population mean delivery time has been reduced below the previous population mean value of 25 minutes? (table value = -1.65) (C.O.No. 4) [Application]

Part C [Problem Solving Questions]

Answer all the Questions. Each question carries FIFTEEN marks.

(2Qx15M=30M)

16. Develop a questionnaire (10 questions) to evaluate a fast-food restaurant. (C.O.No.2) [Application]
17. Hero Honda, a leading two wheeler manufacturer in India conducted a research to develop Pleasure Scooter for Indian women. The management of the company wanted to answer the question "Are Indian women in need of an independent two wheeler?" In this context, explain the different stages of the research process that helped them answer the question. (C.O.No.4) [Application]