PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF MANAGEMENT

Weightage: 40 %   Max Marks: 100   Max Time: 3hrs.   07 May 2018, Monday

ENDTERM FINAL EXAMINATION MAY 2018

Even Semester 2017-18   Course: **MGT 201   Business Research Methods**   II Sem. MBA

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Instructions:
(i)   Read the question properly and answer accordingly.
(ii)   Question paper consists of 3 parts.
(iii)   Scientific and Non-programmable calculators are permitted

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Part A

(10 Q x 2 M = 20 Marks)

1. Why is sampling used in research?
2. What is a semantic differential scale? Give example.
3. What are the different parts of a good questionnaire?
4. Explain why literature review work is done by a researcher? Explain the need
5. What is meant by APA format of referencing?
6. Explain sampling and non-sampling errors?
7. Differentiate between population and sample?
8. What is the next step after collection of data?
9. If research is done by using data from money control.com. Express what kind of data is this?
10. Give one example of balanced, forced choice, even interval scale focusing on an overall attitude of a customer over any product.

Part B

(Any Five)

<div align="right">(5Q x 10 M = 50 Marks)</div>

11. Explain different probability and non-probability sampling techniques with suitable examples

12. Identify the type of scale (Nominal, ordinal, interval or ratio) being used in the following . Please explain your reasoning
    a. I like to solve crossword puzzles
       Strongly agree   agree   Neutral   Disagree   Strongly disagree

    b. How old are you?

    c. Please rank the following activities in terms of your preference by assigning each one a rank 1 to 5:
       Reading magazine
       Watching television
       Dating
       Shopping
       Eating out

    d. What is your Aadhar UID number?

    e. On an average week day, how much time do you spend doing your homework and class assignments:
       Less than 15 minutes
       15 to 30 minutes
       31 to 60 minutes
       61 to 120 minutes
       More than 120 minutes

13. What do you understand by primary data and secondary data? What are different methods used in collecting primary data? Explain what you mean by focus group interview?

14. Do you think reliability of a questionnaire needs to be tested? What are the different types of reliability testing methods suggested by experts? Discuss these methods with suitable examples.

15. Suppose you are asked to measure the customer satisfaction level of services provided in different sectors. What are the steps required be followed by a business researcher to write a Business report? Explain.

16. Why pilot survey is necessary? A HR manager in an organization wants to know and measure the employee satisfaction level by using 5 point Likert scale such as [Highly satisfied(5)   satisfied(4) Neither/ Nor satisfied(3)   Dissatisfied(2) Highlysatisfied(1)] and the population size is N =1000. Next pilot survey of 30 respondents are done and from this the researcher gets Mean = 4, S.D = 1.5. Calculate the sample size?

Part C

(1Q x 30 M = 30 Marks)

17. A consumer durable company based in Bangalore is planning to launch a new type of washing machine. The manager of the company would like to understand how consumers select a brand of washing machine.
i) Identify the marketing research objective for the above scenario.
ii) Prepare a good questionnaire to collect relevant data from consumers.

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Weightage: 20 %	Max Marks:60	Max Time: 2 HRS.	5 March Monday 2018

MID TERM EXAMINATION **SET A**

Even Semester 2017-18   Course: **MGT201- Business Research Methods**   II Sem. MBA

Instructions:

(i)   *Read the question properly and answer accordingly.*

(ii)   *Question paper consists of 3 parts.*

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Part A

(5Q x 5 M = 25 Marks)

1. Define scientific method and Explain the steps involved in implementing it.
2. Explain, using examples, the major stages in the research process.
3. Distinguish between exploratory, descriptive and causal research with examples.
4. Compare and contrast continuous, categorical, dependent, and independent variables and give an example of each.
5. Explain in brief the nature of business research.

Part B

(2Q x 10 M =20 Marks)

6. What is a business problem? What attributes should a business problem possess?
7. State the characteristics of a good research hypothesis.

Part C

(1Q x 15 M = 15 Marks)

8. A production manager is concerned about the low output levels of his employees. The articles that he has read on job performance frequently mention four variables as being important to job performance skill required for the job, rewards, motivation, and satisfaction. In several of the articles it was also indicated that only if the rewards were attractive to the recipients did motivation, satisfaction and job performance increase not otherwise. Given this situation

   a. Define the problem

   b. Evolve a theoretical framework

   c. Develop at least 5 hypotheses