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**Presidency University**

**Bengaluru**

**School of Management**

**Make-up Examination - July 2024**

**Date**: 05.07.2024

**Time**: 9:30am – 12:30pm

**Max Marks**: 100

**Weightage**: 50%

**Semester**: II

**Course Code**: MBA2033

**Course Name**: Business Research Methods

**Department:** SOM

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Do not write any information on the question paper other than roll number.*
3. *Question paper consists of 3 parts.*

**PART A**

**Answer any 10 Questions. Each question carries 3 marks. (10Qx 3M= 30)**

1. Define exploratory research. Give an example. (C.O.No.1) [Comprehension]

2. List any three errors in survey research (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. What is a Likert scale. Give an example. (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 an alternative 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]

11. Define type I error. (C.O.No.4) [Comprehension]

12. Define level of significance. (C.O.No.4) [Comprehension]

**PART B**

**Answer any 4 Questions. Each question carries 10 marks. (4Qx 10M= 40)**

13. Explain the deductive and inductive processes of reasoning in establishing a theory with suitable examples. (C.O.No.1) [Application]

14. 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]

15. 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]

16. 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]

17. 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]

18. 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**

**Answer the following Questions. (2Qx 15M= 30)**

19. Develop a questionnaire (10 questions) to evaluate a fast-food restaurant.

(C.O.No.2) [Analysis]

20. One of the questions on the *Business Week* Subscriber Study was, “In the past 12 months,

when traveling for business, what type of airline ticket you purchased most often?” The data

obtained are shown in the following contingency table.

Type of Flight

Type of Ticket Domestic Flights International Flights

First class29 22

Business/executive class95 121

Full fare economy/coach class518 135

Use level of significance .05 and test for the independence of type of flight and type of

ticket. What is your conclusion? (table value = 5.991) (C.O.No. 4) [Analysis]