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PRESIDENCY UNIVERSITY BENGALURU

**SET-A**

SCHOOL OF MANAGEMENT

**END TERM EXAMINATION – MAY/JUNE 2024**

**Semester :** Semester II - 2023

**Course Code :** MBA2033

**Course Name :** Business Research Methods

**Program :** MBA

**Date :** JUNE 5, 2024

**Time :** 9:30 AM - 12:30 PM

# Max Marks : 100

**Weightage :** 50%

# Instructions:

1. *Read all questions carefully and answer accordingly.*
2. *Question paper consists of 3 parts.*
3. *Scientific and non-programmable calculator are permitted.*
4. *Do not write any information on the question paper other than Roll Number.*

**PART A**

**ANSWER ANY 10 QUESTIONS 10Q\* 3M =30**

1. Discuss the difference between basic and applied research with examples.

(CO1) [Knowledge]

1. How do you distinguish between Management decision problem and Market research problem?

(CO1) [Knowledge]

1. How would you reward an effective digital marketer in terms of verifiable empirical level data related to his/her performance appraisal.
2. What is Grounded theory? Given and example.
3. What is Projective technique? List it types.

(CO1) [Knowledge] (CO2) [Knowledge]

(CO2) [Knowledge]

1. Which type of research you would do for your internship - qualitative or quantitative. Justify the same

(CO2) [Knowledge]

1. During summer, when the sale of Soft drink increases, the sale of ice cream also increases. Is this relationship an example for Correlation or Causation or both. Justify.
2. Discuss atleast three things to avoid, while constructing a questionnaire.
3. What is ratio scale. Discuss how it is different from other scales.
4. What is single tail and two tail test in hypothesis testing. Discuss with an example

(CO3) [Knowledge] (CO3) [Knowledge] (CO3) [Knowledge] (CO4) [Knowledge]

1. Which type of hypothesis testing is been used to test independence of attributes? Explain the same

(CO4) [Knowledge]

1. What are sampling errors? Mention its types

(CO4) [Knowledge]

**PART B**

**ANSWER ANY 4 QUESTIONS 4Q\* 10M =40**

1. Taste Food is German based restaurant chain. It is famous for continental Italian, Indian Mexican cuisines. The restaurant has incurred a loss of 2 crore in the 1st two years of its operation and wondering what needs to be done to be successful in Indian market. State the research problem and highlight objectives for this case.

(CO1) [Application]

1. What is Mechanical Observation? Discuss some of the techniques of mechanical observation

(CO2) [Application]

1. Discuss the difference between cross sectional study and logitudinal study.
2. What are respondent errors? Discuss different types of respondent errors in detail.

(CO2) [Application] (CO3) [Application]

1. What is a latent construct? Choose any three Latent constructs related to your rea of study. Frame atleast 4 questions/statements to measure each of the latent construct.

(CO3) [Application]

1. Does married and unmarried women spend the same amount of time per week using Facebook? A random sample of 45 married women who use Facebook spent an average of 4.0 hours per week on their social media. A random sample of 39 unmarried women who regularly use Facebook spent an average of 4.4 hours per week. Assume that the weekly Facebook time for married women has a population standard deviation of 1.2 hours, and the population standard deviation for unmarried, regular Facebook users is 1.1 hours per week. Using the .05 significance level, do married and unmarried women differ in the amount of time per week spent on Facebook? (Table value = 1.96)

(CO4) [Application]

**PART C**

**ANSWER ALL THE QUESTIONS 2Q\* 15M =30**

1. Big Bazar has opened their hyper market in the IT hub of Pune-Hinjewadi. The place is thickly populated with growing tech savvy Middle Class and upper middle class people and they consider D- Mart as their close competitor who pose the biggest challenge to them. They are also strategically planning, what should be the USP (Unique Selling Proposition) of Big bazaar so that they can attract the Loyal Customers of D-Mart. In this scenario the management has decided to take external help from the market research firm who can convert this Management problem to a Research problem. Briefly discuss the management problem, Research problem and the research questions that they need to have to approach this problem.

(CO1) [Analysis]

1. A guidance counsellor asks a group of 110 junior-high school students how much time they spend reading books and how much time they spend watching television. The students are then classified as high or low with respect to each activity. The following table shows the number in each category when cross-classified. Do these data provide sufficient evidence to suggest at the 0.05 level of significance that the amounts of book reading and television viewing are related? (Table Value = 3.841)

|  |  |  |
| --- | --- | --- |
|  | Book reading |  |
| Television Viewing | Low | High |
| Low | 11 | 41 |
| High | 18 | 40 |

(CO4) [Analysis]