



**SD-4017**

**M.B.A. (FT) Sem. II) (THM Sem. II) (Restructured Course) &  
M.B.A. (Eve.) (Sem. IV) (Regular) Examination  
April / May – 2011  
CP-206 & CP-401 : Research Methodology in Business  
(New Course)**

Time : Hours]

[Total Marks : 100

**Instructions :**

(1)

नीचे दशांशके निशानोंवाणी विगतो उत्तरवडी पर अवश्य लभवी. Fillup strictly the details of signs on your answer book.		Seat No. :	
Name of the Examination :		<input type="text"/>	
M.B.A. (FT) Sem. II) (THM Sem. II) (Restructured Course) & M.B.A. (Eve.) (Sem. IV) (Regular)		<input type="text"/>	
Name of the Subject :		<input type="text"/>	
CP-206 & CP-401 : Research Methodology in Business		<input type="text"/>	
Subject Code No. : 4 0 1 7		Section No. (1, 2,.....) : Nil	
		Student's Signature	

- (2) Figure to the right indicate marks.  
(3) There are no sections.  
(3) Assume the situations in caes of applied questions but clearly mention the assumptions.

1 Answer the following questions briefly : (any ten) **20**

- (1) Situations when business research is needed.
- (2) Types of variables.
- (3) Difference between proposition and hypothesis.
- (4) The interrelated steps of defining a research problem.
- (5) Snowball sampling.
- (6) Management - research question hierarchy.
- (7) Ethical treatment of participants.
- (8) Conditions for using parametric test.
- (9) Classification of data.
- (10) Meaning of research design.

- (11) Types of causal relationship.
- (12) Concept and construct.
- (13) The observer-participant relationship.

**2** A company is facing the problem of low sales of their product in the market since last few months. The management is concerned about this. You are the research consultant assigned the job of researching. How will you go about conducting the research. Give a problem statement, research questions, objectives and the important variable of the study stating the research importance of each ? **16**

**OR**

**2** A company would like to know about their employee satisfaction. A study is being conducted to know the same which research design would you recommend as a researcher. Why ? **16**

**3** A marketing manager wants to know whether the consumers' preference of the packaging size has changed or not. A descriptive study is conducted to know different factors influencing the selection of packaging sizes. For the data collection, which method would you suggest and why ? **16**

**OR**

**3** A tour operator would like to know the preference of destinations and the mode of transport of their customers. Which method of data collection would you suggest and why ? **16**

**4** Explain the terms : **4+12**

- (i) Measurement
- (ii) Scale.

Also explain in detail the primary scales of measurement, indicating some basic statistical techniques that can be applied on data generated through these scales.

**OR**

**4** (a) Design suitable question(s) assuming that you want to know about MBA students' preference for specialization they would opt for in the second year. How shall you come to know the extent to which they prefer a particular specialization ? **8+8**

(b) If you want to know more about why do they prefer a particular specialization, how would you design the question in addition to 2(a) above ?

- 5 Give a classification of sampling techniques. 4+6+6  
Explain how you shall draw a sample of 500 from a population of 10000 MBA students using "Stratified Random Sampling" technique.  
Also explain "Quota Sampling" method.

**OR**

- 5 A company plans to launch "Health up" - 6+5+5  
a new health soft drink. The company management believes that if people try it once, they would switch from their existing brand to this newly launched drink. Therefore, they think of launching a campaign. Before launching a promotional campaign, they carried out a survey to find out the purchasing rate related to soft drink. Then, they conducted a second survey on the same respondents to find out their purchase rate after the launch of the promotional campaign. The following data had been obtained from the survey :

	After Campaign	
Before campaign	Low purchase rate	High purchase rate
Law purchase rate	310	103
High purchase rate	36	244

*Questions :*

- (4) What is the null and alternative hypothesis to be tested ?
- (5) Which analytical technique would be appropriate for making the analysis ?
- (6) What is the decision rule (in terms of critical value and calculated value)

**6** What is a hypothesis ? Describe the process of hypothesis testing procedure in a step-by-step method. **4+12**

**OR**

**6** Write short notes : (any two) **16**

- (1) Report writing
- (2) Factor analysis
- (3) Focus group study.

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