

SCHOOL OF MANAGEMENT & BUSINESS STUDIES, JAMIA HAMDARD

MBA SEMESTER II EXAMINATION, 2019

PAPER- MBA-CG -201

Business Research Methods

Time: Three hours

Maximum Marks: 75 marks

Attempt any **FIVE** out of the following.

(5 x15=75 marks)

1. The sport centre offers its members indoor facilities for tennis, jogging and swimming and also offers health oriented full course meals in its restaurant. In general, business is good, but membership and revenues remain stagnant.
 - a. Suggest the research design the centre should undertake to find out how to increase membership or revenue or both?
 - b. Discuss the research process to be adopted for the same.
2. As a marketing manager of Berger paints, you have to survey a consumer households for your company's newly launched product in the exterior paint category. Design a questionnaire to measure customer satisfaction with respect to the new product.
3. Big Bazaar wants to ascertain if sales promotion offers & Point of purchase displays lead to increase in buying behaviour of consumers. They want to conduct a survey to ascertain the same:
 - a. What sampling technique should be adopted?
 - b. Design a questionnaire for the same.
4. Write short notes on any three
 - a) Stratified vs. Cluster sampling
 - b) In depth Interviews
 - c) Cross Sectional vs. Longitudinal Studies
 - d) Likert vs. Rank order Scale
5. Compare Quantitative vs. qualitative research? Which type of research is better suited for research in the area of human resource & behavioural sciences. Justify. Explain any two qualitative research techniques.
6. Differentiate between Comparative and Non Comparative Scales. Discuss each type with the help of examples.
7. (a) What is the major difference between a sample & census? Under what conditions would a sample be preferable to a census?
(b) Explain any three non-probability sampling techniques with examples.

8. A footwear export house is concerned that its brand's share may be unevenly distributed throughout the different regions of the world. In a survey, in which the world is divided into four different region, random sample of 500 consumers was surveyed, with the following results:

	Asia	Africa	North America	Europe	Total
Purchase the brand	250	350	200	400	1200
Do not Purchase	250	150	300	100	800
	500	500	500	500	2000

Develop a table of observed & expected frequencies

- Calculate the sample chi-square value and degree of freedom
- State the null & alternative hypothesis
- Test whether the brand share is equal across the four regions ($\alpha = 0.05$, Chi-square table value = 7.815)