

Roll No.....

SCHOOL OF MANAGEMENT & BUSINESS STUDIES, JAMIA HAMDARD
MBA SEMESTER IV EXAMINATION, 2022
PAPER- MBA-OUE- 23
Advanced Marketing Research & Data Analytics

Time: Three hours

Maximum Marks: 75 marks

Attempt any **FIVE** out of the following. Each question carries equal marks. (5 x15=75 marks)

1. E-mail has become a common form of communication in organizations and issued for both formal and informal communication. Some people complain that the frequent use of e-mail leads to miscommunication because they receive communications in e-mail that should be accomplished through face-to-face or telephone conversations. You are interested in looking at this phenomenon. You are most interested in examining the effect of the e-mail use on organizational communication effectiveness. Design empirical research to address those issues.
 - a. Describe your study in detail, thoroughly explaining the research design, sampling plan, data collection procedures for your research design.
2. You are assigned the task of studying the Impact of COVID on the physical & mental wellbeing of the people. Design a questionnaire for the same.
3. Imagine a hypothetical research situation in which it is suitable to use focus group discussion. Provide a tentative Guide for Focus Group Discussion.
4. Write Short notes on any **THREE**
 - a) Customer Relationship Management
 - b) Ethnography vs Netnography
 - c) Projective techniques
 - d) Action research
5. For the below mentioned research problems, explain the best mode of delivery for your survey: In-person Survey, Telephone Survey, online Survey, Direct mail survey (give reasons for your choice).

RP 1: Suppose you want in depth information from parents of a specific school in district and you have three months. You need to get response that addresses sensitive information also.

RP 2: Suppose you need to gather data from respondents across the major metros in India over the age of 70 years, who are under a doctor's care with hearing impairment. You have a large budget.

RP 3: A national chain store wants to determine the shopping behavior of customers who have its store loyalty card

RP 4: A poll, of students at a university on their preferences among three candidates who are running for the presidency of the student union.

RP 5: Researcher wants to ascertain the attitude of students with regards to online teaching & learning

6. Explain the concept of Big Data. Elaborate upon its application in any sector of your choice.
7. Elaborate upon the non-probability sampling techniques with examples.
8. A study of Satisfaction level of students with regards to online teaching was undertaken in three school formats: Public, private & Charter. Below is the output for the SPSS ONEWAY ANOVA and POSTHOC Multiple comparison to compare the means of satisfaction level of teachers in three different school types (public, private and charter)

ANOVA

Satisfaction Level of Students

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	30.000	2	15.000	8.182	.006
Within Groups	22.000	12	1.833		
Total	52.000	14			

Post Hoc Tests

Multiple Comparisons

DV: Satisfaction Student Satisfaction

	(i) school	school type	(j) school	school type	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
								Lower Bound	Upper Bound
Tukey HSD	1.000	public	2.000	charter	-3.00000*	.85635	.011	-5.2846	-.7154
			3.000	private	.00000	.85635	1.000	-2.2846	2.2846
	2.000	charter	1.000	public	3.00000*	.85635	.011	.7154	5.2846
			3.000	private	3.00000*	.85635	.011	.7154	5.2846
	3.000	private	1.000	public	-.00000	.85635	1.000	-2.2846	2.2846
			2.000	charter	-3.00000*	.85635	.011	-5.2846	-.7154

- a) Formulate the research question and research objective
- b) Identify the independent & dependent variable
- c) State the null and alternate hypothesis
- d) Interpret the SPSS output of ANOVA and POSTHOC Multiple comparison.