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Even Semester Examination - August 2023
BBA - MBA- Integrated - Semester VIII
MBA(I)-CG-201
Business Research Methodology

Duration: 3 Hour

Max.Marks -75

Note: Attempt any Five Questions, All questions carry equal marks (5X15=75)

Q1: In a large organization, there has been an increasing number of strikes in the recent past. You are requested to determine the factors responsible for this labor problem in the organization. For the same, work out the following

- a) Research problem and research objectives
- b) Research design to be adopted and why?
- c) Sampling procedure to be followed

Q2: 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. Describe your study in detail, thoroughly explaining all the steps of the research process.

Q3: Discuss the appropriate target population, sampling frame, sampling unit & sampling technique to be used in the following situations. Substantiate your response.

- a) A national chain store wants to determine the shopping behaviour of customers who have its store loyalty card
- b) A local café wants to know the preference of visitors towards organic food.
- c) Ceat Tyres wants to know the perception of MUV's customers for their tyres.

Q4: A diet drink manufacturer in a study finds that young women are more health conscious and are looking at low-calorie options. The purchase probability is also influenced by their education level and profession. Other factors such as the availability of brands, celebrity endorsement & dietician's recommendations also have an impact on them.

- a) Design a questionnaire to understand the perception of females towards health in general & diet drinks in particular

Q5: Elaborate upon some probability sampling techniques.

Q6: Write short notes on any **Three**:

- a) Likert vs Semantic Differential scale
- b) Quota vs Stratified sampling
- c) Word Association test
- d) Nominal vs ordinal scale

Q7: Qualitative research has its own set of advantages over quantitative research in studying human behavior. Elaborate upon the statement by taking the example of any qualitative research technique of your choice

Q8: A university-wide study was conducted to analyze the smoking habits of the students. Respondents were asked about their gender and whether or not they were cigarette smokers. There were three answer choices: Nonsmoker, Past smoker, and Current smoker. To test for an association between smoking behavior (nonsmoker, current smoker, or past smoker) and gender (male or female) a Chi-Square Test of Independence (we'll use $\alpha = 0.05$) was used (refer table below).

Do you smoke cigarettes? * Gender Crosstabulation

Count		Gender		Total
		Male	Female	
Do you smoke cigarettes?	Nonsmoker	149	148	297
	Past smoker	13	24	37
	Current smoker	31	37	68
Total		193	209	402

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.171 ^a	2	.205
Likelihood Ratio	3.217	2	.200
Linear-by-Linear Association	1.106	1	.293
N of Valid Cases	402		

- 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.
