

SCHOOL OF MANAGEMENT & BUSINESS STUDIES, JAMIA HAMDARD
MBA SEMESTER IV EXAMINATION, 2017
PAPER- MBA-OUE-MM-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. An automobile manufacturer observes that the demand for its brand increasing as per capita income increases. Sales increases also follow low interest rate, which ease credit conditions. Buyer purchase behaviour is seen to be dependent on age and gender. Other factors influencing sales appear to fluctuate almost randomly (competitors advertising, competitor dealer discounts, introduction of new competitive models). The manufacturer wants to undertake the survey of the same.
 - a) Elaborate upon the Research Design to be adopted
 - b) State the research questions & objectives
 - c) Draw suitable hypothesis
2. (a) "A sample may be large yet worthless because it is not random, or it may be random but unreliable because it is small". Comment upon the above statement and state the complexity and relevance of choosing the right sampling technique.
(b) Choose a particular research problem/situation and suggest how you will go ahead with Quota and Cluster sampling for the same.
3. You have been asked to develop an index (questionnaire) of student morale at the Department of Management.
 - a) What constructs might you employ? Specify their dimensions.
 - b) Select the observable indicators that you might use to measure these dimensions & design a questionnaire for the same
4. Qualitative Research is better suited for research in the area of human resource & behavioural sciences. Justify with a help of hypothetical research situation. Explain the concept of Phenomenology, Grounded Theory & Symbolic Interactionists
5. Explain the following concepts with example.
 - a) Big data
 - b) Ethnographic Research & Netnography
 - c) Action Research
 - d) Content Analysis
6. Differentiate between probability & Non Probability Sampling Techniques. Provide suitable examples of both.
7. A study of Satisfaction level of teachers 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 teacher satisfaction					
	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

Dependent Variable: satisfaction teacher satisfaction											
Multiple Comparisons											
		(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*	.85835	.011		-5.2846	-.7154
			3.000	private		.00000	.85835	1.000		-2.2846	2.2846
	2.000	charter	1.000	public		3.00000*	.85835	.011		.7154	5.2846
			3.000	private		3.00000*	.85835	.011		.7154	5.2846
	3.000	private	1.000	public		.00000	.85835	1.000		-2.2846	2.2846
			2.000	charter		-3.00000*	.85835	.011		-5.2846	-.7154
Games-Howell	1.000	public	2.000	charter		-3.00000*	1.00000	.056		-6.0861	.0861
			3.000	private		.00000	.94868	1.000		-3.0903	3.0903
	2.000	charter	1.000	public		3.00000	1.00000	.056		-.0861	6.0861
			3.000	private		3.00000*	.54772	.002		1.3978	4.6022
	3.000	private	1.000	public		.00000	.94868	1.000		-3.0903	3.0903
			2.000	charter		-3.00000*	.54772	.002		-4.6022	-1.3978

*. The mean difference is significant at the .05 level.

a) State the results: