

SCHOOL OF MANAGEMENT & BUSINESS STUDIES, JAMIA HAMDARD
MBA SEMESTER II EXAMINATION, 2022
PAPER-- MBA-CG-201
Business Research Methodology

Time: Three hours

Maximum Marks: 75 marks

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

1. It has been observed that increased use of social media and virtual gaming etc. is adversely impacting the physical, social and psychological wellbeing of children. You are required to conduct a study for the same. Elaborate upon the research process that you are going to adopt.
2. Write Short notes on any **THREE**
 - a) Projective techniques
 - b) Cross Sectional vs Longitudinal Studies
 - c) Snowball Sampling
 - d) Ordinal vs. nominal scale
3. Elaborate upon any two techniques of Qualitative research.
4. A local supermarket has experienced a decline in unit sales and little change in rupee value sales. Profits have almost vanished. The chief executive is searching for ways to revitalize the operations, was advised to increase the number of hours the market is open for business. He comes to you for advice in structuring the research problem that will provide relevant information for decision-making.
 - a) Suggest the suitable research design and substantiate your choice.
 - b) Formulate the research objectives for the study
5. With the increase in smartphone usage and internet penetration in the rural areas; you are required to study the smartphone usage behaviour of the rural consumer in terms of reasons for the increase of usage, purpose of use etc. Design a questionnaire (having minimum of 12 questions) for the same.
6. Elaborate upon the **non**-probability sampling techniques with examples.
7. H & M wants to start its new range of sustainable fashion apparel. They want to conduct a consumer survey regarding the same. What would be the population of interest? Suggest a suitable sampling technique. Design a questionnaire having 5 questions using Likert & Semantic differential scales.
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

	() school	school type	() 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	-.300000	.85635	.011	-5.2846	-.7154
			3.000	private	.000000	.85635	1.000	-2.2846	2.2846
	2.000	charter	1.000	public	.300000	.85635	.011	.7154	5.2846
			3.000	private	.300000	.85635	.011	.7154	5.2846
	3.000	private	1.000	public	-.000000	.85635	1.000	-2.2846	2.2846
			2.000	charter	-.300000	.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.