

SCHOOL OF MANAGEMENT & BUSINESS STUDIES, JAMIA HAMDARD

MBA SEMESTER II EXAMINATION, 2018

PAPER- MBA-CG-~~1~~-201

Business Research Methods

Time: Three hours

Maximum Marks: 75 marks

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

(5 x15=75 marks)

1. You are the HRD manager with BNB. BNB has recently taken over a major unit in Kolkata. You are sent there and given the task to introduce a new operation scheme which your parent organization feels will improve the efficiency. You perceive that there is an underlying dissatisfaction amongst the employees and it is essential to gauge their views about the takeover & their expectations before introducing the scheme.
 - a) What is the recommended research design? Please justify.
 - b) What would be the variables, research questions & hypothesis for the study?
 - c) How will you sample the population?
2. Describe briefly the different types of research designs available, clearly pointing out the difference in each type.
3. Design ten questions using a suitable Likert and semantic differential scale to examine the corporate image of Bank of India measured by its location, number of branches, timings, service quality, behaviour of staff etc.
4. Differentiate between probability & Non Probability Sampling Techniques. Provide suitable examples of both.
5. It is believed that point of sales promotion schemes can increase impulse buying behaviour of consumers. Design a questionnaire for the same.
6. Write short notes on any three
 - a) Snowball vs. quota sampling
 - b) Focus Group Discussion
 - c) Cross Sectional vs. Longitudinal Studies
 - d) Exploratory Research Design
7. Distinguish between Quantitative & Qualitative Research. Discuss some qualitative research techniques with examples.

8. Nestle samples its employees' attitude towards job performance reviews. Respondents are given a choice between the present method & a proposed new method. The following table illustrates the response from the sample polled.

	North East	North West	South East	South West	Total
No. who prefer present method	50	55	45	50	200
No. who prefer new method	60	40	50	50	200
Total employees sampled in each region	110	95	95	100	400

Develop a table of observed & expected frequencies

- Calculate the sample chi-square value
- State the null & alternative hypothesis
- Test whether the preference for the review method is equal across the four regions
($\alpha = .05$, $df = 3$, Chi -square table value = 7.815)