

**DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD**

Even Semester Examination (Online) July - August 2021

MBA [Semester II]

Paper Name: Business Research Methodology

MM: 75

Paper Code: MBA-CG-201

Time: 03 Hours

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Note:

- Students have to submit the **Scanned hand written solutions** to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
- Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
- An additional ½ an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
- If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
- The attached PDF shall be named as follows –
Full Name-Enrollment Number-Course-Semester-Subject Abbreviation (Example: Rabia Shaheen-2017-334-032-MBA-IV-QTM) and students shall also mention the same in subject line of the email & his/her answer copy also.
- Answer All Questions, each carry equal marks.

Q1: An educational researcher is interested in the relationship between students' participation in two after school programs and academic achievement. She states the following hypothesis in the description of her study:

H.1. Children who participate in an after-school program that emphasizes critical thinking skills will score higher on measures of academic achievement and self-esteem than students who participate in a program that emphasizes on repeated memorization.

- a) Detail out the research process she should adopt to validate the hypothesis.

Q 2. An automobile manufacturer observes that the demand for its brand is increasing as per capita income increases. Sales increases also follow low interest rate, which eases 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.

- Elaborate upon the Research Design to be adopted
- State the research questions & objectives

Q3: A survey was conducted by Times of India to find out the impact of exposure to advertisements on the advertisement recall. Following is the SPSS output generated using ANOVA and Post Hoc-Tukey.

- State the null and alternate hypothesis
- Interpret the SPSS output of ANOVA and POSTHOC Multi comparison

ANOVA					
Do you remember the ad					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.227	3	.076	4.185	.008
Within Groups	1.733	96	.018		
Total	1.960	99			

Post Hoc						
Multiple Comparisons						
Do you remember the ad						
Tukey HSD						
(I) how many times you saw this ad in the past one week	(J) how many times you saw this ad in the past one week	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
0-5 times	5-10 times	.13333 [*]	.04357	.015	.0194	.2472
	10-15 times	.13333 [*]	.04327	.014	.0202	.2465
	more than 15 times	.13333 [*]	.04205	.011	.0234	.2433
5-10 times	0-5 times	-.13333 [*]	.04357	.015	-.2472	-.0194
	10-15 times	.00000	.03692	1.000	-.0965	.0965
	more than 15 times	.00000	.03548	1.000	-.0928	.0928
10-15 times	0-5 times	-.13333 [*]	.04327	.014	-.2465	-.0202
	5-10 times	.00000	.03692	1.000	-.0965	.0965
	more than 15 times	.00000	.03511	1.000	-.0918	.0918
more than 15 times	0-5 times	-.13333 [*]	.04205	.011	-.2433	-.0234
	5-10 times	.00000	.03548	1.000	-.0928	.0928
	10-15 times	.00000	.03511	1.000	-.0918	.0918

*. The mean difference is significant at the 0.05 level.

Q 4. You have been asked to develop an index (questionnaire) of student morale & satisfaction with respect to online classes during Lockdown because of COVID-19. The focus of study are students of Jamia Hamdard.

- a) Design a questionnaire for the same (consisting of 10 questions)
- b) How will you choose your sample? Provide justification of same

Q 5. Qualitative research has its own set of advantages over quantitative research in studying human behavior. Elaborate upon the statement by taking example of any qualitative research technique of your choice.