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Second Semester M.B.A. Degree Examination, December 2011
Business Research Methods

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any FOUR questions from Q.No. 1 to 7.
2. Question No. 8, Case study, is compulsory.

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| 1 | a. What are the advantages of secondary data? | (03 Marks) |
| | b. Explain the steps in the sampling process. | (07 Marks) |
| | c. Describe the components of a written research report. | (10 Marks) |
| 2 | a. What do you mean by longitudinal research? | (03 Marks) |
| | b. Explain the process of questionnaire designing. | (07 Marks) |
| | c. Describe the limitations of applying scientific methods to business research problems. | (10 Marks) |
| 3 | a. What are the different components of a field experiment? | (03 Marks) |
| | b. Explain the steps in the formulation of hypothesis. | (07 Marks) |
| | c. Describe any four probability sampling techniques. | (10 Marks) |
| 4 | a. What are the criteria of a good research study? | (03 Marks) |
| | b. Explain the different types of projective techniques used in qualitative research. | (07 Marks) |
| | c. Describe the steps involved in preparing a business research proposal. | (10 Marks) |
| 5 | a. What is business research? | (03 Marks) |
| | b. Differentiate exploratory research and descriptive research. | (07 Marks) |
| | c. Describe the circumstances when following are used : i) Focus groups ii) Discriminant analysis iii) Disguised observation iv) Longitudinal studies. | (10 Marks) |
| 6 | a. Explain Type – I and Type – II errors. | (03 Marks) |
| | b. Discuss the ethical issues that need to be considered in a business survey. | (07 Marks) |
| | c. Discuss the non sampling errors that can affect a field research. | (10 Marks) |
| 7 | a. What is a pilot study? | (03 Marks) |
| | b. Explain the analysis process after data collection in a field survey. | (07 Marks) |
| | c. Describe the primary scaling techniques used in business research studies. | (10 Marks) |
| 8 | CASE STUDY : (Compulsory) | |

Ultimate Luxury Lines

Ultimate Luxury Lines (ULL) has developed a new concept in luxury bus travel. The company felt that it could give value to airline passengers traveling between metros and second rung cities by offering a super luxury bus service equivalent to the comfort in air travel at less than half the price charged by low cost airlines. ULL wanted to employ high technology tri – axle double decker buses for this purpose.

It had approached Volvo, Tata motors and Ashok Leyland who had developed virtual proto types of the buses with the effort of their respective design teams.

The project appeared economically viable at 60% seat occupancy, especially for travel involving overnight journeys and even longer journeys up to 24 hours. The newly constructed super highways between metros and major cities, in addition made this a workable possibility.

The interior of the buses, the seats the food and entertainment were configured to match the inflight service of regular airlines and were added attractions. The target segment identified by ULL was mainly airline passengers and extended to include AC rail passengers also, who it felt were currently dissatisfied with the service and who may readily subscribe or switch to ULL's value proposition offer. However, ULL's perceptions needed confirmation, before putting up a feasibility study to the funding agencies.

Questions :

- a. What kind of research design would be suitable to gain initial insights about luxury bus travel in a region? Explain how you would go about conducting this study. (05 Marks)
- b. What kind of research design is ideal to study customer profile and customer satisfaction? How will this market survey assist in management decision making? (05 Marks)
- c. Between on – line survey and personal interview, which one would you choose for your study to collect relevant data on customer profile and customer satisfaction? Explain why? (05 Marks)
- d. Develop a five point Likert scale to be included in the questionnaire that measures five characteristics related to customer satisfaction in bus travel. (05 Marks)
