Second Semester MBA Degree Examination, December 2012
Business Research Methods

Time: 3 hrs.   Max. Marks:100

Note: *1. Answer FOUR full questions from Q1 to Q7.*
2. Q8 is compulsory.

1   a.   What is research methodology?   (03 Marks)
    b.   Identify the steps in the sampling process and explain.   (07 Marks)
    c.   Discuss the primary scaling techniques employed in research, with examples.   (10 Marks)

2   a.   What is business research?   (03 Marks)
    b.   Describe the ethical issues in business research.   (07 Marks)
    c.   Write short notes :
      i)   Literature search
      ii)   Omnibus panel
      iii)   Snowball sampling
      iv)   Structured observation.   (10 Marks)

3   a.   What are the different methods of survey for collecting primary data in business research?   (03 Marks)
    b.   Describe the steps in hypothesis testing process.   (07 Marks)
    c.   Explain how research data is processed and analysed.   (10 Marks)

4   a.   What is an extraneous variable in experimental research?   (03 Marks)
    b.   Describe the projective techniques employed in qualitative research.   (07 Marks)
    c.   Discuss the various types of non sampling errors that can affect a research study.   (10 Marks)

5   a.   What is a sampling frame?   (03 Marks)
    b.   Explain the characteristics of a good research study.   (07 Marks)
    c.   Describe the steps in a business research process.   (10 Marks)

6   a.   What is executive summary in a business research report?   (03 Marks)
    b.   Describe the sampling process steps in a primary survey.   (07 Marks)
    c.   Design a questionnaire to study passenger perception on the services provided by a low cost airline. How will you administer this questionnaire to gather data?   (10 Marks)

7   a.   What is cluster analysis?   (03 Marks)
    b.   Describe the components of a business research report.   (07 Marks)
    c.   What is probability sampling? Describe any two probability sampling techniques that is employed in business research, with examples.   (10 Marks)

8 Case Study

ABC Milk Federation

ABC Milk Federation (ABC MF) is a state owned business undertaking in India. It had a commanding leadership position in the market for the last three decades. ABC MF has 500 milk processing units. The total turnover of the company for 2011 – 12 was Rs. 20,000 crores. ABC MF's supply chain has about 1.5 lakh trucks to procure milk from every nook and corner of India to supply packaged milk to all parts of the country. The social responsibility forced the company to procure all the milk supplied by the farmers. This lead to a mismatch of demand and supply, with supply exceeding the demand. To overcome this problem, the company started producing various by – products with the excess milk, such as ghee, butter, curd, ice cream, milk drinks, chocolates and sweets. Even after producing by – products, barrels of milk remained in excess. Milk is a perishable product and it cannot be stored for more than two weeks with available technology. Besides, there were many small players in the market who copied ABC MF's business model and were competing with similar products. ABC MF's profit started declining and in the last two years heavy loss was incurred in its operations. The company's board recommended employing technology to convert excess milk to milk powder and entering the health beverages market. There was a need now to study the milk by – products and health beverages market for ABC MF board to take some policy decisions.

Questions :

a. What kind of research design will give initial insights about milk products market? Explain how you will conduct this study. **(05 Marks)**

b. Explain what kind of research design is ideal to study to market, segmentation and consumer profile of milk based products? How will this market survey assist in management decision making? **(05 Marks)**

c. Develop a five point Likert scale that measures five characteristics related to consumer satisfaction in milk based health beverages. **(05 Marks)**

d. If the survey results indicated positive market opportunities for all the milk products, how will you as GM (marketing) of ABC MF utilize this information for developing a marketing plan? **(05 Marks)**

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