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NEW SCHEME

**Second Semester MBA Degree Examination, July 2006
Master of Business Administration
Business Research Methods**

Time: 3 hrs.]

[Max. Marks: 100

**Note: 1. Answer any FIVE full questions.
2. Question No. 8 is compulsory.**

- 1 a. What is an omni bus survey? (03 Marks)
b. Explain the advantages and disadvantages of secondary data? (07 Marks)
c. Explain the various steps involved in market research process. (10 Marks)
- 2 a. What is the significance of problem formulation in market research? (03 Marks)
b. Briefly explain different projective technique in qualitative research? (07 Marks)
c. Describe the steps in writing a research report including layout of the research (10 Marks)
- 3 a. Differentiate management problem and research problem with two illustrations. (03 Marks)
b. Explain the procedure for testing hypothesis. (07 Marks)
c. Success of an interview conducted in market research entirely depends on the quality of the researcher - comment. (10 Marks)
- 4 a. What is multi-dimensional scaling? Give an example in what study is it useful? (03 Marks)
b. What does experimentation involve? Explain "after only design" and "Latin square design"? (07 Marks)
c. A cosmetic manufacturing company wants to ascertain the perception of the customers towards the product. Construct a 7 item scale to measure the perception of the product using likert and semantic differential scale. (10 Marks)
- 5 a. Distinguish simple and stratified random sampling? (03 Marks)
b. Explain the problems during editing of data? (07 Marks)
c. Explain the circumstances where the following statistical analysis techniques are relevant.
(i) chi square test (ii) F-test (iii) rank order test (iv) one run test (10 Marks)
- 6 a. Name the two types of errors in sampling and briefly explain them. (03 Marks)
b. How different measures of control tendency help in marketing research? (07 Marks)
c. Company XYZ Ltd. wants to test the advertisement effectiveness of its recently released advertisement on television. Outline detailed research plan for the above. (10 Marks)
- 7 a. What is cross tabulation? Give an example. (03 Marks)
b. Explain the various steps involved in sampling process? (07 Marks)
c. Briefly explain three general categories of research based on information required. Give examples. (10 Marks)

8 Case Study:

Home Appliances Pvt. Ltd

The above company is engaged in the manufacture of washing machines and few other products like oven and T.V. Washing machine accounts for a sizeable proportion of its total production and it is also their dominant product line.

Of late the company has been finding it increasingly difficult to maintain its competitiveness on account of the availability of washing machines made by other companies at affordable price range. There are around 17 brands which altogether account for 88 models.

Top management of the company recognize the increasing competition and declining sales. They were of the opinion that a survey should be conducted to ascertain the customer satisfaction in respect of washing machines. However before undertaking a detailed survey. It would like to be clear on the concept of consumer satisfaction.

Simultaneously the company wants to introduce new models with special feature through its existing channel. The company would like to use new innovation channels of distribution.

Questions:

- 1) How does a consumer satisfaction survey assist the marketing manager in decision making?
- 2) What according to you are the parameters, which can effectively measure consumer satisfaction?
- 3) Design a questionnaire to measure consumer satisfaction with respect to a washing machine brand.
- 4) What consumer / trade promotion will you suggest to improve market share.

(20 Marks)

8 Case Study

Carnation Health Beverages Corporation

Carnation Health Beverages Corporation, a Holland based MNC, was keen to enter the Indian market with its health drinks. It employed the services of Infordec, a market research agency to study the Indian health beverages market and submit a preliminary report.

Infordec's report features the following information :

The health beverages market has many popular brands and may be classified into four categories :

- i) White beverages in powder form that include brand names such as Horlicks, Viva, Complan.
- ii) Flavoured beverages in powder form that include brand names such as Horlicks, Complan, Milo, Bournvitra, Maltova, Boost, Nutramul. Popular flavours are chocolate, strawberry, badam, pista etc.
- iii) Speciality beverages in powder form that include brand names such as Protinex, Protinules, Protiwox, Allpro. Typically, these brands are high on proteins, vitamins and minerals and low on fat.
- iv) Readymade beverages in tetrapale and bottles, that include brand names such as Horlicks, Milo, Amul and many local brands.

Apart from colour, the beverages differed on many dimensions like taste, flavour, energy giving, fun drinks etc. Health beverages were used by a variety of people such as growing children, teenagers, old age persons, pregnant women, lactating mothers etc. for uses such as nourishment, milk substitute, supplementary diet, convalescence, post operative diet, thirst quenchers etc.

On studying the market report for its size, growth rate, profitability etc. carnation corporation, found that the Indian market offered an attractive opportunity. Carnation corporation was concerned about the heavy competition that already existed in the market. However, it had in its product stable many brands under each of the four categories, plus its international experience of operating in many developing countries. Carnation felt that in order to succeed, it needed data on the right mix of product characteristics, not offered by existing brands in the market. Obviously, the situation called for further market research.

Questions :

- a. Identify the major research questions and major research objectives for the envisaged study.
- b. State, at least, two hypotheses to be tested in this study.
- c. Suggest a suitable research design for the study giving reasons and name the measuring instrument, if any to be used.
- d. Suggest a suitable sampling design for the study. Justify your stand. **(20 Marks)**

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05MBA26

Second Semester MBA Degree Examination, June / July 08
Business Research Methods

Time: 3 hrs.

Max. Marks:100

Note : Answer any FOUR full question from Q.1 to Q.7.
Q.No. 8 is compulsory.

- 1 a. What do you mean by deduction and induction? (03 Marks)
 b. What are the difficulties in applying scientific methods in marketing research? (07 Marks)
 c. What is marketing research? Explain the areas of marketing research. (10 Marks)
- 2 a. What are the different types of sampling errors? (03 Marks)
 b. Discuss in detail the emerging trends in business research. (07 Marks)
 c. Explain the different qualitative techniques for data collection. (10 Marks)
- 3 a. What is multi dimensional scaling? (03 Marks)
 b. What is observation? Explain the different types of observation methods. (07 Marks)
 c. What are the different types of reports? Explain the contents of each section of a report. (10 Marks)
- 4 a. What are the guidelines for making oral presentation more effective? (03 Marks)
 b. Explain the procedure for testing hypothesis. (07 Marks)
 c. Explain the different non – probability sampling techniques. (10 Marks)
- 5 a. What is executive summary? (03 Marks)
 b. Explain the various steps involved in sampling process. (07 Marks)
 c. What are the steps in research process? (10 Marks)
- 6 a. What is before and after with out control design? (03 Marks)
 b. A consumer durable company manufacturing TV sets wants to know customers brand perception in the colour TV segment. Prepare a questionnaire for consumers to conduct marketing research. (07 Marks)
 c. What do you mean by research design? Explain the following research designs. (10 Marks)
 i) Exploratory research ii) Descriptive research.
- 7 a. Explain type I error and type II error. (03 Marks)
 b. What is tabulation? What are the types of tabulation? (07 Marks)
 c. Write short notes on:
 i) Discriminant analysis
 ii) Conjoint analysis
 iii) Correlation
 iv) Chi – square test. (10 Marks)

8 CASE STUDY :

City Bank Ltd., a private sector bank is located in a city with a population of more than 30 lac. It's main competitors are Atria Bank Ltd., and Excel Bank Ltd. The size of the banks in terms of capital, assets are almost the same. Interest rates offered on loans and advances are more or less the same. Recently few foreign banks have also set up their branches in the same city. The main services offered by the city bank are Current Account, Savings Bank, Fixed Deposits, Recurring deposits , Housing loans, Educational loans, Locker facilities, Internet Banking, Credit cards, etc. The bank has more than 25 ATMs operating in different parts of the city. The bank has decided to hire the services of a marketing research company to conduct a customer satisfaction survey among 1000 customers to get the following information.

- i) Reasons for choosing city Bank for their banking needs.
- ii) Which are the facilities availed by the existing customers?
- iii) How do the customers rate the service with respect to the following attributes?
 - a) Prompt opening of the branch. b) Up keep and maintenance c) Attitude of staff
 - d) Use of Technology e) Convenience of working hours f) Adherence to time norms for issuing drafts, pass book updating etc. g) Procedure for sanction of loans
 - h) Redressal of grievances i) Maintenance of suggestion box.
- iv) Whether the current customers are also using the services of competitors.

A mail questionnaire has been planned by MR agency to be sent to the customers along with a reply envelope.

Questions :

- a. Design a suitable questionnaire using 5 point Likert scale along with a covering note. (10 Marks)
- b. Is a mail questionnaire suitable? If not what other alternatives are available? (05 Marks)
- c. What are the advantages and disadvantages of limiting the survey to just the current customers of the bank? (05 Marks)

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Srinivas Institute of Technology
Library, Mangalore

05MBA26

Second Semester MBA Degree Examination, Dec.08 / Jan.09
Business Research Methods

Time: 3 hrs.

Max. Marks:100

Note : Answer any FOUR questions from Q-1 to Q-7 and Q-8 is compulsory.

- 1
 - a. What is meant by research management? (03 Marks)
 - b. What is the role of business research in decision making? (07 Marks)
 - c. Explain the different types of research. (10 Marks)
- 2
 - a. Is marketing research a basic research or an applied research? Explain. (03 Marks)
 - b. "Management of marketing research can be effective and successful only when there is a co-ordination between research and management". Comment. (07 Marks)
 - c. Briefly describe the different stages involved in a research. (10 Marks)
- 3
 - a. Explain the Quasi experimental design. (03 Marks)
 - b. What is extraneous variable, experimental and control group? (07 Marks)
 - c. Describe the following experimental designs :
 - i) Before and after without control design
 - ii) After only with control design
 - iii) Before and after with control design. (10 Marks)
- 4
 - a. Explain the internal scale. (03 Marks)
 - b. What are the criteria for good measurement? (07 Marks)
 - c. Explain the following types of questions, giving a suitable example in each case :
 - i) Open ended
 - ii) Dichotomous
 - iii) Multiple choice. (10 Marks)
- 5
 - a. Define the term censuses. (03 Marks)
 - b. What steps are involved in a sampling process? (07 Marks)
 - c. Explain various techniques to sampling. (10 Marks)
- 6
 - a. What is test unit? (03 Marks)
 - b. Explain the terms – Null hypothesis and Alternative hypothesis. (07 Marks)
 - c. Explain processing of data packages. (10 Marks)
- 7
 - a. Define the term editing. (03 Marks)
 - b. Distinguish between a one-way tabulation and a cross tabulation. (07 Marks)
 - c. "The suitability of data-processing methods depends on the volume of data to be processed". Comment. (10 Marks)
- 8
 - a. What are the parts of research report? (05 Marks)
 - b. Case Study - Brand Tracking

Of late, the Indian economy has opened up as a result of liberalization policy of the government. This has resulted in the entry of many brands some of which are international. These brands pertain to Fast Moving Consumer Goods (FMCGs), consumer durables and consumer semi-durables. The competition among the brands has further become intense on account of improved communication channels. The consumer, to-day, is far more informed than hitherto.

Under these circumstances, a company engaged in the manufacture of washing machine, would like to know the performance of its brand/s. This can be known only through a systematic study. It has assigned you this study you are expected to offer your considered advice on the following :

- i) Should brand tracking be continuous or intermittent? (05 Marks)
- ii) What measures can be used in measuring the brand performance? (05 Marks)
- iii) How long should the company track the performance of its brand? (05 Marks)

**Second Semester MBA Degree Examination, June-July 2009****Business Research Methods**

Time: 3 hrs.

Max. Marks:100

**Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Questions No.8 is compulsory.**

- 1
 - a. Explain the term Research and Research Methodology. (03 Marks)
 - b. Describe the characteristics, advantages and applications of focus group. (07 Marks)
 - c. Explain the process of marketing Research with examples. (10 Marks)
- 2
 - a. Write short notes on Delphi Method. (03 Marks)
 - b. What are the sources of Secondary data? Write down the advantages and disadvantages of secondary data. (07 Marks)
 - c. What do you mean by Sampling? Explain the different techniques used in sampling with examples. (10 Marks)
- 3
 - a. Write down the difference between Questionnaire and Interview schedule. (03 Marks)
 - b. Explain the concept Hypothesis and write the characteristics of Hypothesis. (07 Marks)
 - c. What do you mean by Research Design? Classify and explain the role of Research Design in Business Research. (10 Marks)
- 4
 - a. Write notes on T.A.T. (03 Marks)
 - b. Explain the objectives, applications and limitations of Marketing Research. (07 Marks)
 - c. Define and explain the term "Scientific Research" and write down the difference between Scientific Research and Non-Scientific Research. (10 Marks)
- 5
 - a. Write notes on Data processing. (03 Marks)
 - b. What are the statistical tools used in Research? Write the applications of any four of them. (07 Marks)
 - c. As a marketing research executive, explain the elements of Research Report with example. (10 Marks)
- 6
 - a. What are the characteristics of good sampling? (03 Marks)
 - b. Write notes on : i) Personal Interview; ii) Telephone Survey. (07 Marks)
 - c. Explain different types of Questions. And design a Questionnaire for conducting survey for fairness creams. (10 Marks)
- 7
 - a. Write notes on Factorial Design. (03 Marks)
 - b. Explain the concept MDSS and it's significance in Research. (07 Marks)
 - c. Explain the essentials of multi Dimensional scaling in research with examples. (10 Marks)
- 8

CASE STUDY: (20 Marks)

KSRTC is a popular and one of the best transport company in Karnataka state, promoting it's transport services with new look to all over the state and extended to others states like Tamil Nadu, Pondy, Goa, Andra Pradesh, Maharashtra and Kerala through different mode of services. Recently KSRTC introduced new technology in infrastructure facilities and brought colourful and attractive buses including sleeper coaches with AC facility for many parts of Karnataka and other states.

Most of the customers have been attracted by Volvo bus service, which is a special gift to travel. It is organizing many reservation centers in different parts of Karnataka including online reservation to promote their service to the needy customers.

Additional to the regular services, KSRTC is providing attractive package for tours and family functions with reasonable charges. Also extending it's service to daily pass, and monthly pass for some selected segments.

In the past, there was a poor trend on KSRTC and it's growth but in the recent days it is noted as very good profitable organization for the state of Karnataka.

Questions:

 - i) Is it true that KSRTC is really showing growth? Explain.
 - ii) To know the customers satisfaction, what kind of Research Design is ideal? Why?
 - iii) Online Survey and Personal Interview, which will be the best choice to collect the data to know the level of customer's satisfaction? Explain.
 - iv) What are the suggestions that KSRTC is expecting form you for, further improvements.

**Second Semester MBA Degree Examination, June-July 2009****Business Research Methods**

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any Four full questions from questions No. 1 to 7.**2. Questions No. 8 is compulsory.**

- 1 a. What are the qualities of a good Research? (03Marks)
- b. Explain the concept Marketing Research. Write down the objectives, uses and limitations of Marketing Research. (07 Marks)
- c. What are the elements of Research Report? Explain with examples. (10 Marks)
- 2 a. What are the characteristics of good sampling? (03 Marks)
- b. What do you mean by MDS? Explain with examples. (07 Marks)
- c. Explain the Business Research Process with examples. (10 Marks)
- 3 a. Write short notes on TAT. (03 Marks)
- b. What do you mean by Hypothesis? Write down the characteristics of Hypothesis. (07 Marks)
- c. Explain the term Data processing. Describe the steps involved in Data processing with examples. (10 Marks)
- 4 a. Write short notes on cluster analysis. (03 Marks)
- b. What are the sources of secondary Data? Explain the criteria for evaluating secondary Data. (07 Marks)
- c. What do you mean by Research Design? Classify and explain Research Design with example. (10 Marks)
- 5 a. What are the visual devices used Research Report? (03 Marks)
- b. Classify sampling techniques and explain. (07 Marks)
- c. What are the different methods used primary data collection? Explain the merits and demerits of each method with examples. (10 Marks)
- 6 a. Write short notes on chi-square test. (03 Marks)
- b. Explain the characteristics, advantages and applications of Focus group. (07 Marks)
- c. Explain the steps involved in sampling process with examples. (10 Marks)
- 7 a. Write down the difference between Exploratory research and descriptive research design. (03 Marks)
- b. Explain the concept scientific research. Write down the difficulties in applying scientific research. (07 Marks)
- c. As a marketing research executive prepare a suitable questionnaire for conducting Marketing Research towards customer satisfaction on different brands of Dental care products. (10 Marks)

CASE STUDY (Compulsory)

- 8 LRK Group of Industry is one of the leading promoters for skin care products in Mumbai. In the year 1980, This industry was started by three MBA graduates with small investments. In the initial period they focussed on few areas then slowly expanded to other parts of our country. After few years they felt a difficult situation by the new challenges and competitors. In one stage the sales have been reduced and the marketing managers moved to other companies for good package. To balance the business, LRK group of industry planned to appoint new sales executives.

The Newly appointed top marketing executive decided to expand the business with attractive promotional strategies. They also decided to conduct Marketing Research to know the buyers willingness level to buy their products. This assignment was given to the top Marketing Research agency in our country.

Questions:

- i) Identify the major problems involved in the case and give your solution to solve them.
- ii) "In one stage the sales have been reduced" Explain. Why it happened.
- iii) As a Marketing executive explain. What kind of Research will be useful?
- iv) Give your advice for attracting the market and customer of skin care products with examples. (20 Marks)

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08MBA26

Second Semester MBA Degree Examination, Dec.09/Jan.10
Business Research Methods

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any FOUR full questions from the Q.No.1 to 7.
2. Question No. 8 is compulsory.

- 1 a. State the objectives of research. (03 Marks)
b. Explain the criteria of good research. (07 Marks)
c. Explain to steps involved in preparing business research plan/proposal. (10 Marks)
- 2 a. What is marketing research? (03 Marks)
b. Explain the ethical issues in business research. (07 Marks)
c. Explain research process with the help of a flowchart. (10 Marks)
- 3 a. State the sources of secondary data. (03 Marks)
b. Explain types of errors affecting research designs. (07 Marks)
c. Explain formal and informal experimental research designs. (10 Marks)
- 4 a. What is pseudo-pilot studies? (03 Marks)
b. Explain the procedure of testing hypothesis. (07 Marks)
c. An "association of small scale industries in Karnataka" wants to study "Entrepreneurs opinions on infrastructural problems of SSIs". Design a questionnaire to study infrastructural problems of SSIs in Karnataka. (10 Marks)
- 5 a. State the sampling methods available under probability sampling method. (03 Marks)
b. Explain the advantages and disadvantages of secondary data. (07Marks)
c. Explain the circumstances where the following parametric and non parametric tests are relevant.
i) T-test
ii) U-test
iii) f-test
iv) K-W-test. (10 Marks)
- 6 a. What is editing and coding? (03 Marks)
b. State the advantages and disadvantages of oral and written reports. (07 Marks)
c. Write short notes on : (any two)
i) Multivariate analysis
ii) Factor analysis
iii) Conjoint analysis. (10 Marks)
- 7 a. Explain the errors in hypothesis testing. (03 Marks)
b. Explain the procedure of carrying out ANOVA. (one-way and two-way classification) (07 Marks)
c. Explain the main and sub components of written research report. (10 Marks)

Important Note: 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of information, appeal to evaluator and/or equations written; 42+8=50, will be treated as malpractice.

8 Case study

Accenture : The Accent is in the name

As of 2006, Accenture is the world's leading management and technology service organization. Through its network of business approach, the company enhances its consulting, technology and outsourcing expertise through alliances, affiliated companies, venture capital, and other capabilities. Accenture delivers innovations that help clients across all industries quickly realize their visions. With our 110 offices in about 50 countries, Accenture can quickly mobilize its broad and deep global resources to accelerate results for clients. The company has extensive experience in 18 industry groups in key business areas, including CRM, SCM, business strategy, technology, outsourcing. Accenture also leverages its affiliates and alliances to help drive innovative solutions. Strong relationships within this network of business extend Accenture's knowledge of emerging business models and products, enabling the company to provide its clients with the best possible tools, technologies and capabilities. Accenture uses these resources as a catalyst, helping clients anticipate and gain value from business and technology change. Accenture's clients include 89 of the Fortune global 100 and more than half of the Fortune global 500.

To be successful in the global slowdown scenario, Accenture must have good research, creative marketing, a big budget and an understanding of future trends. This will help the company to continue building equity in the Accenture name. In the light of the above brief description answer the following questions :

- a. Define Accenture's target business market. Discuss the role of business research in helping Accenture understand the needs of the target customers. **(10 Marks)**
- b. Accenture would like to increase preference and loyalty to its services to stay in the leadership position. Explain how business research helps Accenture to be in the leadership position. **(10 Marks)**

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08MBA26

Second Semester MBA Degree Examination, May/June 2010

Business Research Methods

Time: 3 hrs.

Max. Marks:100

**Note: 1. Answer any FOUR full questions from the Q.No.1 to 7
2. Question No. 8 is compulsory.**

- 1
 - a. Distinguish between business research and social research. (03 Marks)
 - b. What is a research problem? Discuss the essential features of a good research problem. (07 Marks)
 - c. Examine the exploratory, descriptive and causal research designs. (10 Marks)

- 2
 - a. Differentiate between questionnaire and interview schedule. (03 Marks)
 - b. What is hypothesis? Explain the procedures of testing hypothesis. (07 Marks)
 - c. Describe the contents of a business research report. (10 Marks)

- 3
 - a. Define marketing research. Explain its areas of research. (03 Marks)
 - b. Describe the sampling process, with suitable examples. (07 Marks)
 - c. What is ANOVA? Explain, how an ANOVA table is constructed? (10 Marks)

- 4
 - a. Bring out the uses of computers in research. (03 Marks)
 - b. Explain the methods of primary data collection. (07 Marks)
 - c. Formulate a suitable questionnaire, for conducting research on brand preference of milk segment, in your area. (10 Marks)

- 5
 - a. Define chi-square. What is its need in research? (03 Marks)
 - b. Explain the various steps involved in preparing a good research report. (07 Marks)
 - c. What is research design? What are the various components of a research design? (10 Marks)

- 6
 - a. Define correlation and regression. (03 Marks)
 - b. Explain the types of statistical measures used in statistical analysis. (07 Marks)
 - c. Explain the problems encountered by researchers in India. (10 Marks)

- 7
 - a. What is snow ball sampling? (03 Marks)
 - b. What are the merits and demerits of sampling? (07 Marks)
 - c. Examine the method of data processing. What does it involve? (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

Case study : (compulsory)**Tasty Foods**

Tasty Foods (India) Ltd. is a wholly owned subsidiary of delicious foods, a giant Germany based restaurants chain. Tasty Foods was famous for its continental cuisine. The chain of restaurants was well spread across Europe. It was eyeing the Asian continent for a long time. In 1996, it entered Japan and gained enormous success. The same year it entered Malaysia and Singapore and made a mark.

The Asian market was proved to be lucrative, as the chain had more than 100 restaurants across these countries. The chain thought of entering the Indian subcontinent, which was supposed to have enormous potential. In 2007, the chain made a survey, and the survey revealed the shocking information that, most food lovers were vegetarians. Unfortunately, the chain was well known for its non-vegetarian cuisine, especially, Barbecue and Dover Sole. The chain also gathered information that McDonalds and Tricon groups of restaurants had already set up their operation, but adopted vegetarian cuisine. The chain was surprised to find that McDonalds, very well known for its Hamburgers (beef) and chicken burgers had adopted Indian dishes and were running successfully. Moreover, Tricon has set up a 100% pure vegetarian restaurant in Ahmedabad where the majority were vegetarians.

The chain was in a dilemma. But it finally decided to launch its restaurants in different metros of the country, with its world famous non-vegetarian cuisine. The cuisine also obtained vegetarian dishes but not many. The restaurant had a poor response in the first six months. The chain incurred a loss of Rs.2 crores in this period, and hence thought of closing some of its restaurants. Then, it appointed a well renowned market research agency to find out what went wrong. Research findings revealed that if the chain wanted to survive and succeed in the Indian market it had to add vegetarian dishes to its cuisine.

The main problem was that the cuisine of the chain was predominantly non-vegetarian, and did not contain many vegetarian dishes. It appealed to the global headquarters in Germany to solve the problem, by suggesting vegetarian dishes. The headquarters, after consulting the experts advised the chain to stick to the non-vegetarian cuisine. It also suggested that the chain might see the restaurants in particular metros where more number of non-vegetarian food lovers were present and close down rest of the restaurants. Contrary to this decision, the chain was firm to introduce many vegetarian cuisine and asked the expert team to find vegetarian dishes irrespective of its acceptance by customers.

Questions:

- a. Mention the proper research design to find out consumers' opinion on cuisine. (05 Marks)
- b. Suggest suitable locations, sample size and technique and scales to be used to find out the accurate opinion. (05 Marks)
- c. What appropriate data collection would you suggest and the instrument to be used for this situation? (05 Marks)
- d. Mention the necessary components that the instruments contain to find the consumer opinion accurately. (05 Marks)

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