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# Second Semester MBA Degree Examination, June 2012
## Business Research Methods

Time: 3 hrs.                                                      Max. Marks:100

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

**1**   a.   What is the rationale for using qualitative research?      **(03 Marks)**
    b.   Enumerate the characteristics of good research.      **(07 Marks)**
    c.   Briefly describe any one classification of marketing research.      **(10 Marks)**

**2**   a.   What are the different tasks involved in the process of defining a research problem?
           **(03 Marks)**
    b.   How does exploratory and descriptive research differ from each other?      **(07 Marks)**
    c.   Explain the characteristics of Latin square design and Factorial design.      **(10 Marks)**

**3**   a.   What are projective technique?      **(03 Marks)**
    b.   Explain the process of cluster analysis and its applications in marketing research.   **(07 Marks)**
    c.   Describe the cluster sampling procedure. What is the key distinction between cluster sampling and stratified sampling?      **(10 Marks)**

**4**   a.   What are demographic variables? Why do we need to study them in research?    **(03 Marks)**
    b.   Develop a 5-point Likert scale for measuring student's attitude towards Internet as a source of general information.      **(07 Marks)**
    c.   Explain the components of written research report.      **(10 Marks)**

**5**   a.   Prepare a two–way tabulation for income versus place of shopping for electronic appliances.
           **(03 Marks)**
    b.   "Factor Analysis is a data reduction technique". Explain.      **(07 Marks)**
    c.   Discuss the steps in processing survey data for further statistical analysis.      **(10 Marks)**

**6**   a.   What are nonsampling errors?      **(03 Marks)**
    b.   Explain the circumstances, where the following statistical tests are applicable :
       i)   T test            ii)   Kruskal – Wallis test.      **(07 Marks)**
    c.   Write short notes on internal and external sources of secondary data.      **(10 Marks)**

**7**   a.   What is snow – ball sampling?      **(03 Marks)**
    b.   Distinguish between longitudinal and cross – sectional design.      **(07 Marks)**
    c.   What is hypothesis? Explain the steps used to test hypothesis.      **(10 Marks)**

**8    CASE STUDY : (Compulsory)**

## Zap Car

It was almost 2 years after the Zap car was introduced in 2009. Zap car had received unprecedented Global media coverage when it was launched. It was regarded as similar to "Mercedes Smart", in terms of space utilization and design. The manufacturers of Zap – BRM motors were very much disappointed with diminishing demand and declining deliveries. The Company turned to Marketing Research to identify the problem and develop a programme to increase the sales. Initially the Research team interacted with Mr Sen – the editor of Auto India. According to him the real problem is a "marketing failure", the manufacturers did not advertise or even set up efficient distribution channels. The other problems identified were :

a. The marketing team which was initially held responsible was no longer involved. The new team, with diverse back ground, took time to understand.
b. The team ended up selling 75% cars in 5 major cities of India.
c. The right customer segment was not tapped. The first – time car buyers from small towns were not aware of the exciting features of the car.
   The research team also wanted more insights about expectations of internal sales representatives and identify the target customer segment.

Based on the background given above, you are required to answer the following :

a. What is the real problem to be studied? Explain the problems faced by the manufacturers of Zap car.                                                                                                    **(05 Marks)**
b. Develop an appropriate marketing research problem that corresponds to your definition of management decision problem.                                                                          **(05 Marks)**
c. If you are asked to make an oral presentation to management, what guidelines will you follow to highlight the report / proposal?                                                          **(05 Marks)**
d. What kind of sampling design, would you suggest to identify target customer segment? Why?                                                                                                                  **(05 Marks)**

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