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Second Semester MBA Degree Examination, June/July 2011
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 marketing research? (03 Marks)
b. State the limitations of applying scientific methods in business research problems. (07 Marks)
c. Explain formal and informal experimental research design. (10 Marks)
- 2 a. State the criteria of a good research. (03 Marks)
b. Explain business research process with the help of a flow chart. (07 Marks)
c. Explain the different types of methods available for collection of primary data in business. (10 Marks)
- 3 a. Explain the errors in testing hypothesis. (03 Marks)
b. Explain the applications of 'Semantic Differential Scale' with an example. (07 Marks)
c. Design a suitable questionnaire to study the problems of tours and travel agents of Karnataka. (10 Marks)
- 4 a. State the characteristics of hypothesis. (03 Marks)
b. Write the applications of multi Dimensional scaling with the help of a diagram. (07 Marks)
c. Briefly explain the methods available under probability and non-probability sampling techniques. (10 Marks)
- 5 a. State the types of scaling techniques. (03 Marks)
b. Write a short note on:
i) Chi-square
ii) Factor analysis. (07 Marks)
c. Explain the components of written research report in detail. (10 Marks)
- 6 a. Write a note on ANOVA. (03 Marks)
b. Explain the advantages and disadvantages of primary and secondary data. (07 Marks)
c. Write a short note on any four of the following:
i) T-test. ii) Z-test. iii) F-test. iv) U-test. v) H-test. (10 Marks)
- 7 a. What do you mean by multivariate analysis? (03 Marks)
b. Explain the advantages and disadvantages of oral and written reports. (07 Marks)
c. Explain the various types of errors affecting research design/process. (10 Marks)

8 CASE STUDY: Compulsory Question

A large pharmaceutical company

This leading pharmaceutical company was adjusting its go-to market strategy to elicit more growth. It sought to identify areas where better value creation could be demonstrated above and beyond what is currently offered by competitors, for the purpose of engendering loyalty. The company needed a deeper understanding of how its customers valued their products and services and those of its competitors. In particular it wanted to know which of the following dimensions held the most/least value with its customers:

- i) Face-to-face activities and support.
- ii) Phone and Web-based support.
- iii) Patient/Parent education.
- iv) Professional education.
- v) Reimbursement/ contracting.

The client also wanted more insight into the needs/expectations of its internal sales representatives. Based on a thorough understanding of the client's goals, research agency designed a comprehensive study to identify the key drivers and values that could maximize growth.

A moderator conducted 1:1 in-depth interviews using a discussion guide to field an open-ended conversation including both aided and unaided questions about the pharmaceutical company. Physicians were targeted by the types of products they prescribed. Nurses and office managers were targeted by their familiarity with the products and services of the pharmaceutical company and key competitors.

- i) From the interviews Research Agency provide a report that defined key drivers to customer satisfaction.
- ii) The report summarized differentiators to the market, and suggested improvements.
- iii) The client varied the actionable insight and used the information to change process within the organization to support growth.

Based on the above brief sketches, you are required to answer the following:

- i) What is the real problem to be studied in the case? Explain the problem/s being faced by the company (05 Marks)
- ii) Comment on the Research design adopted by the research agency. (05 Marks)
- iii) Comment on the primary data collection method adopted by the moderator. (05 Marks)
- iv) Suggest a Research methodology (including the methods) suitable for this case. (05 Marks)

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