Second Semester MBA Degree Examination, June/July 2013
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 do you mean by editing in research? **(03 Marks)**
    b. Explain the various sources from which hypothesis are derived. **(07 Marks)**
    c. Explain different types of errors affecting research design. **(10 Marks)**

2   a. What is type I and II error? Give example. **(03 Marks)**
    b. Why marketing research cannot be considered as scientific? Give reasons. **(07 Marks)**
    c. Explain the different types of methods available for collection of primary data in business. **(10 Marks)**

3   a. What is research design? **(03 Marks)**
    b. Explain four type of scaling techniques in research. Give example. **(07 Marks)**
    c. Explain essential contents of research report. **(10 Marks)**

4   a. What is sampling frame? Give an example. **(03 Marks)**
    b. Explain ethical issues involved in business research. **(07 Marks)**
    c. Write a short note on:
      i) Null hypothesis
      ii) Mann Whitney "U" test
      iii) Parametric test
      iv) F-test. **(10 Marks)**

5   a. State various objectives of research. **(03 Marks)**
    b. Explain different errors affecting sampling design. **(07 Marks)**
    c. Explain business research process with the help of a flow chart. **(10 Marks)**

6   a. What is exploratory research? Give example. **(03 Marks)**
    b. Write a short note on:
      i) Discriminant analysis.
      ii) Multivariate analysis. **(07 Marks)**
    c. Explain with example different types of research. **(10 Marks)**

7   a. Briefly explain focus group interview. **(03 Marks)**
    b. Explain different types of descriptive design. **(07 Marks)**
    c. Explain different types of probability sampling method. **(10 Marks)**

8   **CASE STUDY**

Shri Ram consultants have been appointed by a leading group in hotel industry to prepare a feasibility report for opening a five star hotel in Pune. The group had been the most successful one in the hotel industry and had always kept its eyes open for the new opportunities.

In view of the very fast industrial growth in the city of Pune, the city had attracted the attention of the group. Pune, apart from being a modern city, has the added advantage of pleasant weather and several places of tourist attraction in the neighbor hood. More over, the closeness to Mumbai, a city of international stature, made it very easily accessible to international tourists.

For Shri Ram Consultants this was the first time that an assignment concerning the hotel industry had been received. They, however, soon realized that the assignment was not as simple as it appeared to be in the first place. The feasibility of such a hotel would depend essentially on two factors. Businessmen visiting the city for work would constitute one segment of the market, while tourists would constitute the other, further, the tourists could be Indians or Foreigners. The success of such a hotel would also depend upon the relative attraction of other tourists centers in the vicinity.

Further, it was necessary to estimate fluctuations in demand for hotel accommodation so that attractive discounts could be offered during off-season for the business, conferences, executive development programmes etc.

The consultants realized that they would have to undertake a market research on a national scale assess the tourist potential of the city. They would also have to survey the Foreign tourists to estimate one of the most important segments of the market.

The consultants wondered whether such a survey will have to extend over a period of one full year to completely take into account seasonal variations in tourist traffic. They were also undecided about the manner in which the survey should be conducted. The company also feared that in the absence of an accurate definition of the program, they may land up. Surveying the compete tourist in India rather than studying the feasibility of a hotel in Pune. They had heard that international trade and business consultant (ITBC) had appointed lady interviewers at several major airports for conducting such surveys and wondered such a methodology could be use to them.

The problem appeared well defined and they were concerned as the preliminary report explaining methodology of the research and the questionnaires to be used had to be submitted to the client along with estimate of expense within one month.

Questions:

a. How would you define the problem of assessing the feasibility of the hotel so as to help the survey?   **(05 Marks)**

b. How would you plan a survey for actually collecting information on expected demand for hotel space? Who are the respondents for the study?   **(05 Marks)**

c. What are the potential problems to be faced by the Shri Ram consultants in survey method?
                                                                                        (05 Marks)

d. How would you estimate the cost of such survey?   **(05 Marks)**

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