

CBCS SCHEME

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20MBA23

Second Semester MBA Degree Examination, Jan./Feb. 2023 Research Methodology

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 hypothesis? (03 Marks)
b. Explain the features of good research study. (07 Marks)
c. Describe the steps in research process with the help of a flow chart. (10 Marks)
- 2 a. What is longitudinal research? (03 Marks)
b. Distinguish between exploratory and descriptive research design. (07 Marks)
c. Describe the various experimental research design with examples. (10 Marks)
- 3 a. What is snowball sampling? (03 Marks)
b. Explain the various non-sampling errors with examples. (07 Marks)
c. Describe the different probability sampling methods. (10 Marks)
- 4 a. Differentiate questionnaire and schedule. (03 Marks)
b. Explain the basic scales of measurement with examples. (07 Marks)
c. What are projective techniques? Explain the different projective techniques used in qualitative research. (10 Marks)
- 5 a. What is coding? (03 Marks)
b. Explain the steps used to test the hypothesis. (07 Marks)
c. Describe the components of a written research report. (10 Marks)
- 6 a. What is MDS? (03 Marks)
b. What are the advantages and disadvantages of secondary data? Explain. (07 Marks)
c. Describe the various primary data collection methods. (10 Marks)
- 7 a. What are parametric and non-parametric test? (03 Marks)
b. Write a brief note on the following Excel features : (07 Marks)
(i) Vlookup (ii) Sort and Filter (iii) Concatenate (iv) Pivot table
c. Explain the circumstances in which the following statistical tests are used : (10 Marks)
(i) ANOVA (ii) KW-Test (iii) Correlation analysis (iv) Regression analysis

8 Case Study (Compulsory) :

Shridhar from Bengaluru, had developed an electric car – VERVE. It is a fully automatic, no clutch, no gears, two – door hatchback, easily seating two adults and two children with a small radius of just 3.5 metres. It runs on batteries and as compared to other electric vehicles, has an onboard charger to facilitate easy charging which can be carried out by plugging into any 5 amp. socket at home or work. A full battery charge takes less than seven hours and gives a range of 80 km.

In a quick-charge mode (two-and-a-half hours) 80% charge is attained which is good enough for 65km. A full charge consumes just about 9 units of electricity. Somehow the product did not take off the way he expected. He is contemplating about repositioning the car. As he stood looking at the prototype, he knew that there were a couple of questions to which he must find answers before undertaking the repositioning exercise. Who should be the targeted segment – old people, young students just going to college, housewives, or...? What should be the positioning stance? What kind of image would these customers relate to? Was a new name or punch line required? How should the promotions be undertaken? Hyundai had done it with Shah Rukh Khan, should he also consider a celebrity? If yes, who?

Questions :

- a. What kind of research study should Shridhar undertake? Define the objectives of his research. (05 Marks)
- b. Do the stated objectives have scope for a qualitative research? (05 Marks)
- c. Construct a questionnaire for conducting the study. (10 Marks)
