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18MBA23

Second Semester MBA Degree Examination, June/July 2019 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 Business Research? (03 Marks)
 - b. Explain advantage and disadvantages of secondary data. (07 Marks)
 - c. Explain descriptive research. Delineate two types of descriptive research with suitable example. (10 Marks)

- 2
 - a. Explain snowball sampling. (03 Marks)
 - b. Briefly explain research process. (07 Marks)
 - c. Develop a questionnaire to study the consumer perception toward colour choice in automobile industry particularly car segment. (10 Marks)

- 3
 - a. Elucidate Thurstone scale. (03 Marks)
 - b. List out different elements of report. (07 Marks)
 - c. Develop a research proposal on marketing research take a case of your own choice. (10 Marks)

- 4
 - a. What is Quasi experiment? (03 Marks)
 - b. Narrate various error which come across in sampling. (07 Marks)
 - c. Elaborate different types of report writing and explain effective way of documentation. (10 Marks)

- 5
 - a. Explain parametric and non-parametric variables with example. (03 Marks)
 - b. Distinguish between nominal and ordinal scale with suitable examples. (07 Marks)
 - c. Narrate the steps in formulation of sample design. (10 Marks)

- 6
 - a. What is literature review? (03 Marks)
 - b. What are the main components of a report? (07 Marks)
 - c. In two sets of variables X_1 and X_2 with 50 observation each the following data was noted.

	X_1	X_2
Mean	10	9
SD	3	2
Coefficient of Correlation	0.75	

Using the 2 test find whether there is any significant difference between the mean value of the two variables at $\alpha = 0.05$ or not. (10 Marks)

- 7
 - a. What are features of good research study? (03 Marks)
 - b. Explain type I and type II errors in hypothesis testing. (07 Marks)
 - c. Briefly explain the different types of attitude measurement scales. (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

8

Over the last decade, recycling of household waste has become an extremely important behaviour across the nations. However, in Asian countries this fluctuates from one country to another. China is the leader amongst waste management while India, an equally large country. Still has a long way to go. Though there are essentially policy driven or community driven initiatives, there are a number of attitudinal and motivational barriers to recycling acting at a individual level.

Raju a business studies graduate with a keen in environment issues, read about this in a special report in the newspaper. He recognized a potential business opportunity it seemed obvious to him that there was scope for a potentially lucrative business related to some aspect of household recycling.

All he had to do was work out some way of allocating the inconvenience people associated with recycling.

He decided that a door-to-door recycling service may be a profitable way to get people to recycle. He believed that householder would be willing to pay a small fee to have their waste collected on a weekly basis, from outside their home. Raju discussed this idea with a few friends, who were very receptive, reinforcing Raju's views that this was indeed a good venture. However, before he developed a detailed business plan, he decided it was necessary to confirm his thoughts and suspicions regarding the consumer's views about recycling. In particular, he needed to check that his ideas about convenience and recycling, was on the right track to do this, he decided to conduct some research into attitude towards household recycling.

Question:

- a. What is the kind of research design would you advocate him? (05 Marks)
- b. Identify your variables and the population under study. (05 Marks)
- c. Can you suggest any alternative design? Why/why not? (10 Marks)
