II Semester M.B.A. Degree Examination, July 2018
(CBCS Scheme)
MANAGEMENT

2.2 : Management Research Methods

Time : 3 Hours
Max. Marks : 70

SECTION – A

Answer any five questions from the following, each question carries 5 marks.

(5x5=25)

1. Explain with suitable example the different types of research.

2. Differentiate between type I error and type II error.

3. Discuss the process of research.

4. What do you understand by validity and reliability of questionnaire?

5. What is APA format of writing bibliography? Give suitable example.

6. Distinguish between probability and non probability sampling design.

7. Explain the classification of secondary data source.

SECTION – B

Answer any three questions from the following, each question carries 10 marks.

(3x10=30)

8. With suitable examples, explain the different scales of measurement.

9. Develop a questionnaire to conduct a market research for an FMCG product.

10. Explain the procedure for doing a hypothesis test.

11. Using the survey method, explain how you would do data collection for a research problem of your choice.

P.T.O.
12. **Compulsory** case study: (1x15=15)

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 turning 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 15 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 percent charge is attained which is good enough for 65 km. 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 he undertook 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?

1) What kind of research study should Shridhar undertake? Define the objectives of his research.

2) Do the stated objectives have scope for a qualitative research?

3) Which method(s) would you recommend and why?

4) Can you construct a template for conducting the study? What element would you advise Shridhar to keep in mind and why?
II Semester M.B.A. Degree Examination, July 2017
(CBCS Scheme)
MANAGEMENT
2.2 : Managerial Research Methods

Time : 3 Hours
Max. Marks : 70

Instruction : Answer all Sections.

SECTION – A

Answer any five of the following questions. Each question carries 5 marks : (5x5=25)

1. Define business research. What are the major components of good research study?

2. Distinguish between stratified and cluster sampling.

3. Briefly explain the concept of validity of scale.

4. Discuss Type I and Type II error in hypothesis testing.

5. What is Descriptive analysis? Illustrate.

6. Distinguish between pure research and applied research.


SECTION – B

Answer any three of the following questions. Each question carries 10 marks : (3x10=30)

8. Define research design. Explain the various phases in research designing.

9. What should be the ideal structure of a research report? What are the elements of structure defined by you?
10. Explain primary scales of measurement (Nominal, Ordinal, Interval, Ratio) with suitable examples and also give details of what statistical technique can be used with data from each type of scale?

11. Write short notes on:
   1) Inferential analysis.
   2) Cronbach’s alpha.

SECTION C
(Case Study)

Compulsory:

12. You are employed by the product manager of Trai Foods Ltd. who wants to know the difference in promotional strategies between the company’s frozen vegetables and those marketed by Mother Diary. The customers of the frozen vegetables are mostly working women. Identify your variables, objectives, hypothesis and the research design to be used. Develop a questionnaire to understand the perception of consumers regarding the same.
II Semester M.B.A. Degree Examination, July 2016
(CBCS)
MANAGEMENT
2.2 : Management Research Methods

Time : 3 Hours  Max. Marks : 70

SECTION – A

Answer any five questions. Each question carries five marks. (5x5=25)

1. How would you distinguish between a management decision problem and management research problem? Illustrate with examples.

2. What is Cronbach alpha? Briefly explain its significance.

3. What is univariate and bivariate analysis of data? Give example.

4. Distinguish between exploratory and descriptive research design.

5. What is sampling frame? Briefly explain probability sampling techniques.

6. What is APA format of writing Bibliography? Give suitable example for the same.

7. Indicate the type of measurement scale you would use for each of the following characteristics. Why did you choose the scale you did?
   a) Brand loyalty.
   b) Colour of a dishwasher.
   c) Age.
   d) Age group.
   e) Intention to purchase a TV.

SECTION – B

Answer any three questions. Each question carries ten marks. (3x10=30)

8. Describe in detail the format of Research report. Explain the significance of a research report.

9. Develop a questionnaire to know the customer perception of an airline. Make use of Likert scale, SD scale and staple scale for the same.

P.T.O.
10. What is Scientific Research? What are the major components of a good scientific research? Illustrate with an example.

11. The Malhotra Spice company was in the business of manufacturing and selling spices suitable for the Indian kitchen. The packaging of spices was in tetrapacks and the Chairman, Mr. Malhotra, wanted to know whether it could be changed to plastic or glass bottle packaging. Mr. Malhotra wanted to study the impact of different type of packaging (plastic, glass and tetrapack) on the sales of spices.

The results of ANOVA table is given.

**Descriptives**

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Mean</th>
<th>Std.Deviation</th>
<th>Std.Error</th>
<th>95% Confidence interval for Mean</th>
<th>Lower Bound</th>
<th>Upper Bound</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plastic</td>
<td>10</td>
<td>132.00</td>
<td>12.728</td>
<td>4.025</td>
<td>122.69, 141.11</td>
<td>110</td>
<td>150</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Glass</td>
<td>10</td>
<td>104.40</td>
<td>9.755</td>
<td>3.085</td>
<td>97.42, 111.38</td>
<td>90</td>
<td>125</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tetrapack</td>
<td>10</td>
<td>118.30</td>
<td>9.581</td>
<td>3.030</td>
<td>111.45, 125.15</td>
<td>105</td>
<td>130</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>118.23</td>
<td>15.480</td>
<td>2.826</td>
<td>112.45, 124.01</td>
<td>90</td>
<td>150</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**ANOVA**

<table>
<thead>
<tr>
<th></th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>3808.867</td>
<td>2</td>
<td>1904.433</td>
<td>16.373</td>
<td>.000</td>
</tr>
<tr>
<td>Within Groups</td>
<td>3140.500</td>
<td>27</td>
<td>116.315</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>6949.367</td>
<td>29</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

You are required to

1) Identify dependent and independent variable.

2) Which type of measurement scale is used for Dependent and Independent variable?

3) Give hypothesis which is tested for the given table.

4) Draw inference from the table given.
12. Case study:

The day is not very far when the Indian travellers can criss-cross the globe with just a few clicks. Taking e-commerce and information technology services a step further, the Indian travel industry is composing itself to usher in the era of e-ticketing.

On-line booking involves pursuing available information on travel websites and then making a reservation. However, if you are not the kind who prefers a particular airline, then you can check out travel sites, which collate flight details of all airlines, and are the apt place to book or bid for air tickets. Travel portals, such as, travelprego.com, arzoo.com, yatra.com, indiatimes.com, rediff.com, makemytrip.com, and cleartrip.com, would provide you all details of flights along with their fares in an ascending order, i.e., the lowest priced ticket is featured first, on its web page.

The number of consumers who book travel tickets online is growing. But a switch from off-line environment to online environment creates certain doubts in the minds of consumers. Such doubts have been termed as perceived risks in literature.

Also, the internet revolution has brought about significant changes in market transparency, defined as the availability and accessibility of information to market participants. For example, air travelers can use online travel agencies to browse through hundreds of travel offers to their destination, compared to typically few offers from a traditional travel agent or airline prior to the internet era.

Generally, market transparency seems to benefit consumers because they are able to better discern the product that best fits their needs at a better price. However, there still is a large percentage of population who get their tickets booked through the traditional queuing system.

The advent of e-ticket booking over the past couple of years has led to the mushrooming of online travel agencies. These online service providers have in fact come up with a wide variety of services for faster and more convenient mode of ticket booking. They offer a host of services starting from booking something as mundane as a train or flight ticket to something as exotic as a holiday. They offer various packages which have the entire itinerary for the proposed holiday. They even offer a convenient pick-up and drop service.
With such a range of services being offered at your fingertips, expectations are that more and more number of travellers would start using such easy, fast and convenient services as compared to the conventional booking process across a reservation counter. Yet, we still observe long queues at the various reservation counters. And, we also know that there are a number of people who use the online services available to book their travel than through traditional travel booking counters.

Srininandan Rao, CEO of Ghoom.com, a travel portal that has been in existence for the past three years whether he can look at a bigger customer base for his travel booking business or look at an alternative e-business.

Questions:
1) What is the kind of research study that you can undertake for Mr. Rao?
2) Formulate the research problem and the objectives of your study. Can you suggest an alternative research approach that you can take?
3) Develop a working hypothesis for your study.
II Semester M.B.A. Degree Examination, June/July 2015
(CBCS Scheme)
2.2 : MANAGERIAL RESEARCH METHODS

Time : 3 Hours Max. Marks : 70

SECTION—A

Answer any five questions. Each question carries five marks. Answer to each question should not exceed 250 words : (5×5=25)

1. How would you define business research ? What are the major components of a good research study ? Illustrate with an example.

2. Distinguish between primary and secondary data.

3. Briefly explain the concept of reliability and validity in research with adequate example.

4. Briefly describe various probability sampling techniques with example.

5. How would you distinguish between management decision problem and management research problem ? Illustrate with examples.

6. Indicate the type of scale (nominal, ordinal, ratio or interval) used in each of the following questions :
   a) How large is the market share for skin products ?
   b) Foreign skin care products are of a high quality :
      Strongly Disagree Neutral Strongly Agree
      1 2 3 4 5
   c) How often do you wear athletic shoes ?
      Once a month or less often
      Two or three times a month
      Once or twice a week
      Three or more times per week
   d) Please rank the athletic shoes in order of your preference :
      Nike
      Reebok
      Adidas

P.T.O.
e) Your age:

1) 18 – 24
2) 25 – 40
3) 41 – 60
4) 60+

7. Your are a research executive with a University offering MBA programme. You want to do a survey to know the impact of MBA programme on the personality development of the students. What is the recommended research design? Justify your selection.

SECTION – B

Answer any three questions. Each question carries ten marks. Answer to each question should not exceed 500 words:

(3×10=30)

8. The following bi-variate table was prepared to understand the relationship between preference for continental food and monthly income of the respondents. Identify the dependent and independent variable and draw the conclusion from it.

<table>
<thead>
<tr>
<th>Preference for continental food</th>
<th>&lt; Rs. 30,000</th>
<th>Rs. 30,000 – Rs. 60,000</th>
<th>More than Rs. 60,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>20</td>
<td>32</td>
<td>17</td>
</tr>
<tr>
<td>No</td>
<td>100</td>
<td>148</td>
<td>83</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>180</td>
<td>100</td>
</tr>
</tbody>
</table>

9. A kid's care centre in a mall can give parents fantastic place to drop off their children while shopping. A study was conducted to examine the effect of monthly household income on the interest in the kids care facility.

The results of ANOVA table with dependent variable and independent variable are given in Tables 1 and 2.

Table 1 indicates that respondents are distributed in two income class i.e. Rs. 30,001 – Rs. 45,000 and above Rs. 45,000.
Table - 1

**Descriptives**

<table>
<thead>
<tr>
<th>Interest in facility</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error</th>
<th>95% Confidence Interval for Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Lower Bound</td>
</tr>
<tr>
<td>Rs. 30,001 – Rs. 45,000</td>
<td>12</td>
<td>3.58</td>
<td>.996</td>
<td>.288</td>
<td>2.95</td>
</tr>
<tr>
<td>&gt; Rs. 45,000</td>
<td>18</td>
<td>4.11</td>
<td>1.183</td>
<td>.279</td>
<td>3.52</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>3.90</td>
<td>1.125</td>
<td>.205</td>
<td>3.48</td>
</tr>
</tbody>
</table>

Table - 2

**ANOVA**

<table>
<thead>
<tr>
<th>Interest in facility</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>2.006</td>
<td>1</td>
<td>2.006</td>
<td>1.619</td>
<td>.214</td>
</tr>
<tr>
<td>Within Groups</td>
<td>34.694</td>
<td>28</td>
<td>1.239</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>36.700</td>
<td>29</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

You are required to:
1) Identify Dependent and Independent variable.
2) Which type of measurement scale is used for dependent and independent variable?
3) Formulate hypothesis for the given table.
4) Draw inference from the table given.

12. Case study:

The SAT and ACT college entrance exams once were completely multiple choice, but both the tests recently began including an essay portion (which is optional for the ACT). Some researchers have investigated how the essay tests are used by one group they serve: the admissions offices of the colleges that look at test results during the selection process.

Early survey research suggests that some admissions officers harbor doubts about the essay tests. ACT, Inc., reported that among the schools it surveyed, only about one-fifth are requiring that applicants take the writing portion of the exam. Another one-fifth merely recommend (but don't require) the essay.

Kaplan, Inc., which markets test preparation services, conducted surveys as well. Kaplan asked 374 colleges whether they would be using the SAT writing test in screening candidates. Almost half (47 percent) said they would not use the essay at all.

Another 22 percent said they would use it but give it less weight than the math and verbal SAT scores.

Kaplan also surveys students who take the exams for which it provides training. On its Web site, the company says, “More than 25 percent of students ran out of time on the essay!”

Questions:

1) What survey objectives would ACT have in asking colleges how they use its essay test? What objectives would Kaplan have for its survey research?

2) If you were a marketer for the College Board (the SAT's company) or ACT, Inc., what further information would you want to gather after receiving the results described here?

3) What sources of error or response bias might be present in the surveys described here?