

Internal Assessment Test - I

Sub:	Research Methodology						Code:	18MBA23	
Date:	28/03/2019	Duration:	90 mins	Max Marks:	50	Sem:	II	Branch:	MBA

		Marks		OBE	
		CO	RBT		
<b>Part A - Answer Any Two Full Questions (15*02=30 Marks)</b>					
1(a)	Tell whether marketing research is an applied or basic research?	[02]	CO1	L1	
(b)	Write a short note on focus group.	[05]	CO1	L2	
(c)	Explain application of research in business decision and steps in research process.	[08]	CO1	L1	
2(a)	What is experimental Research?	[02]	CO1	L1	
(b)	What are the differences between Exploratory and Conclusive Research?	[05]	CO1	L2	
(c)	Explain Statistical research design in detail.	[08]	CO1	L2	
3(a)	What is Exploratory Research?	[02]	CO1	L1	
(b)	Explain the difference between management problem and research problem	[05]	CO1	L2	
(c)	What are the different types and methodologies of exploratory research?	[08]	CO1	L1	
<b>Part B - Compulsory (01*20=20 marks)</b>					
4.	<b>Case Study:</b>  A spate of attractive deals from hotels and carriers seems to have made Holi more colorful for online travel agencies (OTAs) with a 15% uptick in sales. Cheaper flights have been the biggest draw this year. India's largest OTA, Make My Trip, ran promotional Holi offers earlier this month in which domestic flight tickets of IndiGo NSE 7.34 % were available from Rs 899 and Air Asia from Rs 1,083. The weekend has attracted a large number of domestic and international travel bookings with 15% surge in demand," said Karan Anand, head of relationships at Cox & Kings. At Cox & Kings, Holi enthusiasts are buying tickets to Punjab, West Bengal, Lucknow, Karnataka, Delhi and Mumbai. Many travellers, mainly singles, couples and double-income-no-kids families, are setting out for foreign trips to places like Bhutan, Maldives, Thailand, and Dubai.  Questions:				
4a	i) Being a Market Research analyst in a comparatively new company of online	[5]	CO2	L3	

travel agency, how will you compete with MMT and Cox and Kings during this time?

ii) What data will you choose from competitor companies for research analysis for making your company’s business successful? [5]

b) What are the different ways by which you will collect data in this case and which type of research will you choose for solving this business problem? [10]

CO1	L1

Course Outcomes		PO1	PO2	PO3	PO4	PO5
CO1:	Understand various research approaches, techniques and strategies in the appropriate in business	1a,1b, 1c,2a, 2b,2c, 3a,3b, 3c,4b				
CO2:	Apply a range of quantitative / qualitative research techniques to business and day to day management problems.				4a	
CO3:	Demonstrate knowledge and understanding of data analysis, interpretation and report writing.					
CO4:	Develop necessary critical thinking skills in order to evaluate different research approaches in Business.					

Cognitive level	KEYWORDS
L1	List, define, tell, describe, identify, show, label, collect, examine, tabulate, quote, name, who, when, where, etc.
L2	summarize, describe, interpret, contrast, predict, associate, distinguish, estimate, differentiate, discuss, extend
L3	Apply, demonstrate, calculate, complete, illustrate, show, solve, examine, modify, relate, change, classify, experiment, discover.
L4	Analyze, separate, order, explain, connect, classify, arrange, divide, compare, select, explain, infer.
L5	Assess, decide, rank, grade, test, measure, recommend, convince, select, judge, explain, discriminate, support, conclude, compare, summarize.

PO1- Theoretical knowledge PO2 – Effective communication skill;  
 PO3- Leadership qualities : PO4 – Sustained research Orientation PO5: Self sustaining Entrepreneurship