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14MBA23

Second Semester MBA Degree Examination, June/July 2017
Research Methods

Time: 3 hrs.

Max. Marks:100

SECTION - A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Explain the terms research and research methodology. (03 Marks)
- 2 What are longitudinal studies? (03 Marks)
- 3 What is sampling error? (03 Marks)
- 4 What are projective techniques? (03 Marks)
- 5 What is cross-tabulation? Give an example. (03 Marks)
- 6 Distinguish between parametric and non-parametric tests. (03 Marks)
- 7 Outline a set of visual aids that you might use in an oral briefing on "Outlook for economy over next year". (03 Marks)

SECTION - B

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What are the criteria of good research? (07 Marks)
- 2 How do exploratory and descriptive research design differ from each other? (07 Marks)
- 3 Differentiate between the stratified random sampling and simple random sampling. (07 Marks)
- 4 Write short notes on focus group methods. (07 Marks)
- 5 Explain the steps in editing and coding of data. (07 Marks)
- 6 Explain the various steps involved in the testing of hypothesis. (07 Marks)
- 7 What is the difference between Line charts and Pie charts? Where are they appropriate? (07 Marks)

SECTION - C

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Discuss the systematic steps employed in designing a research process. (10 Marks)
- 2 Define an experiment in the context of business research. What are the strengths and weakness of factorial design? (10 Marks)

- 3 Discuss any 3 non-probability sampling techniques with their relative merits. (10 Marks)
- 4 Discuss interview and observation method as a technique of data collection. (10 Marks)
- 5 Describe the four types of basic measurement scales that are employed in research. (10 Marks)
- 6 Write a note on the usage of chi-square test and ANOVA in hypothesis testing. (10 Marks)
- 7 Explain the main and sub components of a written research report. (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]

Multi-SIM use is among the latest trends that Indian consumers are taking advantage of allowing them to switch operators on the fly with the simple switch of SIM card. When customers switch, however, they do become dormant with the previous operator for periods of time. This has forced operators to offer attractive call rates for both voice calls and mobile internet. According to TRAI the regulator, the subscriber base has increased by nearly 12 times in the last 10 years. The average revenue per use that operators collect has shrunk to one third. According to Nielsen studies 15% of mobile users in India are multi-SIM users, 61% of handsets used by multi-SIM owners are dual SIM.

The General Manager of “AIR TALK”-leading provider of wireless internet, fixed line, mobile services is interested in identifying the factors for using multi-SIM cards by university students in Bangalore. He is interested to know the main reasons for opting dual SIM, holistic performance of “AIR TALK” network and service, usage of applications and demographic information.

Questions:

- 1 Write the research objectives for the given problem. (05 Marks)
- 2 Which is the most suitable source for collecting secondary data on multi-SIM usage? (05 Marks)
- 3 What type of sampling design would you suggest for this study? (05 Marks)
- 4 Construct a five point Likert scale to understand multi-SIM users satisfaction level on any five items. (05 Marks)

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