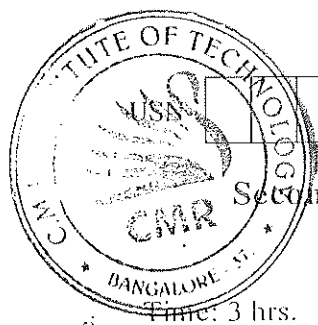16/17MBA23

Second Semester MBA Degree Examination, Dec2019/Jan.2020
Research Methods

Time: 3 hrs.   Max. Marks:80

Note: *1. Answer any FOUR full questions from Q1 to Q7.*
2. Question No. 8 is compulsory.

1	a.	What is research methodology?	(02 Marks)
	b.	Differentiate between cross-sectional and longitudinal designs.	(06 Marks)
	c.	How does descriptive research differs from exploratory research.	(08 Marks)

2	a.	Bring out the difference between experimental and control group.	(02 Marks)
	b.	Discuss observation as a method of data collection by providing the classification.	(06 Marks)
	c.	Describe the steps in research process with the help of a flow chart.	(08 Marks)

3	a.	What do you mean by alpha = 0.05?	(02 Marks)
	b.	Explain and illustrate factorial design with an example.	(06 Marks)
	c.	Discuss the various non-probability sampling methods.	(08 Marks)

4	a.	What is a pilot study?	(02 Marks)
	b.	Examine the merits and limitations of secondary data.	(06 Marks)
	c.	Illustrate the four basic measurement scales providing examples.	(08 Marks)

5   a.   What is the difference between pie chart and line chart?   (02 Marks)

    b.   What are focus group discussions? Under what circumstances should they be used?
                (06 Marks)

    c.   You are presented with the following table of frequency counts to show the relationship between age and watching movies. What conclusion can be drawn? Use appropriate test (Chi-square for 1 d.f at 5% = 3.84).

Frequency of Watching movies	Age Under 35	Age 35 & above
4 or more times in a month	200	80
Less than 4 times in a month	130	190
Total :	330	270

                (08 Marks)

6	a.	What is stratified sampling.	(02 Marks)
	b.	Describe in brief the steps involved in testing a hypothesis.	(06 Marks)
	c.	Describe the structure and contents of a research report.	(08 Marks)

7	a.	Bring out the difference between independent and dependent variables.	(02 Marks)
	b.	Explain the various steps involved in processing and preparing data for analysis.	(06 Marks)
	c.	Write short notes on ANOVA, stating the circumstances under which it is relevant.	
			(08 Marks)

8   CASE STUDY [Compulsory]

Yaris Supermarket located at a suburb in Bengaluru was fairly doing good business, attracting lots of customers on week-ends. The store is very spacious with ample parking facilities and good ambience. Recently another store, Ayur Mart a franchise of Ayur Mart.net focusing on "principles of ideal manufacturing" was set up at the same suburb.

The manager of Yaris Supermarket could visibly see the drop in sales inspite of offers and discounts being offered to customers. He wants to conduct a customer survey to understand the expectations and requirements of customers. He also wants to understand the impact of Ayur Mart on Yaris Supermarket.

Questions :

a. What type of research would you suggest to Yaris?   (04 Marks)

b. Formulate the research problem and objectives of your study.   (04 Marks)

c. Construct a five point Likert scale to understand customer expectations. Include at least 5 items. Also include demographic variables for your study.   (08 Marks)

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