

# CBCS SCHEME

18MBA23



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Second Semester MBA Degree Examination, Feb./Mar. 2022

## 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. Define Research. (03 Marks)  
b. Explain the steps in the Research Process. (07 Marks)  
c. Discuss the steps involved in developing a Research Proposal. (10 Marks)
- 2 a. "Research Design is called the blue print of the Research Study". Justify the significance of the above statement in Business Research. (03 Marks)  
b. Write a brief note on the three primary types of experimental research design. (07 Marks)  
c. Distinguish between Exploratory Research Design and Descriptive Research Design. (10 Marks)
- 3 a. Name the two types of Sampling. (03 Marks)  
b. Differentiate between  
(i) Quota sampling and Simple random sampling  
(ii) Stratified sampling and Cluster sampling. (07 Marks)  
c. Discuss the main steps in the formulation of a sample design. (10 Marks)
- 4 a. State the difference between primary data and secondary data. (03 Marks)  
b. Describe the four types of Measurement scales in Business Research with appropriate examples. (07 Marks)  
c. Examine the procedure for Hypothesis Testing. (10 Marks)
- 5 a. What is Data Analysis? (03 Marks)  
b. Company A has designed an aggressive advertising campaign to maintain and possibly increase its market share for its fabric softener. Company B, its main competitor has 40%. A number of other competitors amount to the remaining 15% market share. To determine if its market shares changed after the marketing campaigns, the company A's marketing manager decided to conduct a sample survey of 200 customers, where 102 customers preferred A and 82 preferred B with the remaining 16 preferred other brands. Can the analyst infer that the customer preferences have changed after the campaign? Test the claim at 5% level of significance. Given critical value of  $\chi^2 = 5.99$ . (07 Marks)  
c. Describe in brief, the layout of a research report and explain the various steps in writing a report. (10 Marks)
- 6 a. What do you understand by the term Multidimensional Scaling (MDS)? (03 Marks)  
b. Explain the differences between Cross-Sectional and Longitudinal studies. (07 Marks)  
c. Design a questionnaire to assess the Customer Buying Behaviour towards small cars post COVID-19 Lockdown. (10 Marks)
- 7 a. What are dependent and independent variables? (03 Marks)  
b. Discuss the applications of marketing research in business decisions. (07 Marks)  
c. Examine 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.

8 Case Study (Compulsory) :

A company is engaged in the manufacture of Leather products. Casual shoes, Ladies handbags, Purses, Wallets and Belts are their range of products. Casual shoes accounts for 10% of its market share. However, the company is facing stiff competition from a new brand which has come up in the city. This has reflected in the declining monthly sales. In order to regain its hold over the market, the board of directors at a recent meeting took a decision of enrolling an expert from an external source to solve the issue.

As a Marketing Consultant / Expert from the external source, answer the following questions:

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- a. What type of Research Design can you apply? Give Reasons. (05 Marks)
  - b. State the Research objectives for the given case. (05 Marks)
  - c. Which is the method of data collection you would employ and why? (05 Marks)
  - d. Who are the respondents you would select to conduct the study? (05 Marks)

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