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Internal Assesment Test - I

Sub:	**Research Methodology and IPR**					Code:	**MBA203**	
Date:	**01/07/2025**	Duration:	**90 Mins**	Max Marks:	**50**	Sem:	**II**	Branch:	**MBA**

SET- III

			OBE	
SCHEME OF EVALUATION		Marks	CO	RBT

		Marks	CO	RBT
	Part A - Answer Any Two Full Questions (2* 20 = 40 marks)			
1 (a)	What is Sampling frame? A **sampling frame** is a complete list or database of all the elements or units from which a sample is drawn for a research study. It acts as a boundary within which the researcher applies the sampling method. **Example:** A customer database used for drawing a sample for a customer satisfaction survey.	[03]	CO1	L2
(b)	What are the possible motives for doing research in business? 1. **Decision-Making Support:** To make informed business decisions. 2. **Problem-Solving:** To identify and solve specific organizational problems. 3. **Exploring Opportunities:** To discover new markets or customer needs. 4. **Strategic Planning:** To support long-term goals and competitive strategy. 5. **Performance Evaluation:** To measure productivity, profitability, etc. 6. **Innovation:** To create and test new products/services. 7. **Compliance and Reporting:** To meet regulatory or industry standards.	[07]	CO1	L2
(c)	What is Research? Briefly explain different steps involved in the Research process. **Research** is a systematic and objective investigation into a specific problem or issue to gain insights, facts, and findings. **Steps in Research Process:** 1. **Problem Identification:** Define the research problem clearly. 2. **Review of Literature:** Study existing research and theories. 3. **Formulation of Hypothesis:** Create testable assumptions. 4. **Research Design:** Decide the approach (exploratory, descriptive, experimental). 5. **Sampling Design:** Choose appropriate sampling method and sample size. 6. **Data Collection:** Collect primary or secondary data. 7. **Data Analysis:** Use statistical tools to interpret data. 8. **Interpretation:** Derive conclusions from analyzed data. 9. **Report Writing:** Present findings, implications, and recommendations. 10. **Decision-Making:** Apply the results in real-life contexts	[10]	CO1	L3
2 (a)	What is Longitudinal Research? Longitudinal research is a study conducted over a long period to observe changes and developments in the subjects or variables over time. **Example:** Tracking employee engagement in a company over five years.	[03]	CO2	L2

			[07]	CO2	L2
(b)	What are the different sources of Secondary data? 1. **Government Publications:** Census reports, economic surveys. 2. **Industry Reports:** Published by trade associations or consultancy firms. 3. **Academic Journals:** Peer-reviewed articles and research papers. 4. **Internal Company Records:** Sales reports, HR data. 5. **Web and Online Databases:** Websites, blogs, and online repositories. 6. **Media Sources:** Newspapers, magazines, press releases. 7. **International Organizations:** World Bank, IMF, WTO reports	[07]	CO2	L2
(c)	Substantiate different types of Experimental designs 1. **Pre-Experimental Design:** - *Example:* One-group pretest-posttest design - Lacks randomization and control groups. 2. **True Experimental Design:** 　o *Example:* Pretest-posttest control group design 　o Includes randomization, control group, and manipulation. 3. **Quasi-Experimental Design:** 　o *Example:* Time-series design 　o No random assignment but uses control for validity. **Application:** Useful in evaluating training programs, marketing campaigns, or policy changes.	[10]	CO2	L3
3 (a)	What is Exploratory Research Design? Exploratory research design is used when the problem is not clearly defined. It aims to gain insights and understanding to form hypotheses or guide further research. **Example:** A company exploring why its new product failed in the market through focus groups and expert interviews.	[03]	CO1	L2
(b)	Distinguish between Census and Sampling **Answer:** | Feature | Census | Sampling | | Coverage | Entire population | Subset of population | | Time & Cost | High | Lower | | Accuracy | High if properly conducted | Can be accurate with good design | | Feasibility | Difficult for large populations | Feasible and practical | | Example | National population census | Market survey with 500 consumers |	[07]	CO3	L3
(c)	Explain different sampling methods available for Researchers **Probability Sampling:** 1. **Simple Random Sampling:** Equal chance for all. 2. **Stratified Sampling:** Divides population into strata and samples from each. 3. **Cluster Sampling:** Population divided into clusters, then some clusters are selected. 4. **Systematic Sampling:** Every kth element is selected. **Non-Probability Sampling:** 1. **Convenience Sampling:** Based on availability. 2. **Judgment Sampling:** Based on researcher's judgment. 3. **Snowball Sampling:** Existing subjects recruit future subjects. 4. **Quota**	[10]	CO3	L3

	Sampling: Fixed quota for subgroups.			
	Part B - Compulsory (01*10=10 marks) – CASE STUDY			
4 (a)	**Case Study: Daily Grind Coffee – Brewing Customer Loyalty**	[10]	CO2	L3

Case Study: Daily Grind Coffee – Brewing Customer Loyalty
Scenario: Daily Grind Coffee, a well-established coffee shop chain, has recently observed a **20% drop in sales across its Region Y outlets over the last two quarters**, coupled with a noticeable decline in repeat customer visits. Management is increasingly concerned about these trends, especially given the intensifying competition in the local coffee market. They understand that to develop effective strategies to regain customer loyalty and market share, they first need to pinpoint the underlying causes of this decline.

Questions for Analysis:

1) Identify and differentiate between the Management Problem and the Research Problem for Daily Grind Coffee based on the scenario, providing a specific example for each.

1. Management Problem vs. Research Problem

It's crucial to distinguish between the practical issue management faces and the specific question research needs to answer.

- **Management Problem:** This is the action-oriented dilemma faced by the decision-makers. It's about what the management needs to *do*.
  - **Example for Daily Grind Coffee:** How can Daily Grind Coffee increase sales and regain customer loyalty in Region Y outlets? (This is a decision-oriented question that requires action.)
- **Research Problem:** This is the information-oriented question that the research needs to answer to help management solve their problem. It's about what information is *needed*.
  - **Example for Daily Grind Coffee:** What are the primary factors contributing to the 20% drop in sales and the decline in repeat customer visits at Daily Grind Coffee's Region Y outlets over the last two quarters? (This is an information-oriented question that needs to be investigated.)

2) Based on the identified research problem, propose one Null Hypothesis (H_0) and one Alternative Hypothesis (H_1) that Daily Grind Coffee could formulate for its investigation.

2. Null Hypothesis (H_0) and Alternative Hypothesis (H_1)

Based on the identified research problem ("What are the primary factors contributing to the decline?"), we can formulate hypotheses to guide the investigation. Let's focus on a common potential factor: customer satisfaction with product quality.

- **Null Hypothesis (H_0):** There is no significant relationship between customer satisfaction with Daily Grind Coffee's product quality and the decline in repeat customer visits in Region Y.
  - *Explanation:* The null hypothesis assumes no effect or no difference. It's the statement we try to disprove.

- **Alternative Hypothesis (H₁):** There is a significant negative relationship between customer satisfaction with Daily Grind Coffee's product quality and the decline in repeat customer visits in Region Y.
  - *Explanation:* The alternative hypothesis proposes a specific relationship or difference, often the one the researcher expects to find. In this case, it suggests that lower satisfaction with product quality *is* contributing to fewer repeat visits.

3) Outline a suitable Research Design approach for Daily Grind Coffee's investigation. Justify your choice of design type(s) and suggest two appropriate data collection methods that align with your chosen design(s)

3. Research Design Approach and Data Collection Methods

To investigate the factors contributing to the decline, a **Descriptive Research Design** approach would be most suitable, potentially combined with elements of **Causal Research** if specific cause-and-effect relationships are suspected and need to be tested.

- **Choice of Design Type(s) and Justification:**
  - **Descriptive Research Design:** This design aims to describe the characteristics of a population or phenomenon. It's ideal for Daily Grind Coffee because the primary goal is to *identify* and *describe* the "primary factors" contributing to the sales drop and customer loyalty decline. It will help answer questions like "What are customers' perceptions of our coffee quality?", "What are their experiences with our service?", or "How do our prices compare to competitors?". It provides a snapshot of the current situation and helps understand the "what" and "how" of the problem.
  - *Justification:* Given the scenario's focus on "pinpointing the underlying causes," a descriptive approach will allow Daily Grind Coffee to gather detailed information on various potential factors (e.g., product quality, service, pricing, atmosphere, competition) without necessarily manipulating variables.
- **Two Appropriate Data Collection Methods:**
1. **Customer Surveys (Quantitative Data):**
   - **Method:** Administering structured questionnaires to a large sample of current and former customers in Region Y. These surveys could be conducted in-store, online, or via email.
   - **Alignment with Design:** Surveys are excellent for descriptive research as they allow for the collection of quantitative data on a wide range of variables (e.g., satisfaction ratings, frequency of visits, reasons for choosing/leaving, perceptions of competitors, demographic information). This data can then be statistically analyzed to identify patterns and correlations. Questions could cover aspects like product quality, speed of service, staff friendliness, store ambiance, pricing, and specific reasons for decreased visits.
2. **Focus Groups (Qualitative Data):**
   - **Method:** Conducting moderated discussions with small groups of target customers (e.g., loyal customers, lapsed

customers, customers who switched to competitors).

- **Alignment with Design:** Focus groups are invaluable for gaining in-depth qualitative insights into customer perceptions, attitudes, motivations, and unmet needs. While descriptive research often relies on quantitative data, qualitative methods like focus groups can provide the "why" behind the quantitative findings. They can uncover nuanced opinions about coffee taste, service interactions, competitor offerings, and the overall Daily Grind Coffee experience that might not be captured in a structured survey. This method is particularly useful for exploring new or unexpected factors contributing to the decline.

	Course Outcomes (COs)	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1:	Understand various research approaches techniques and strategies in the appropriate business	1a 1b	1c				1a 1b 1c 3a			
CO2:	Apply a range of quantitative / qualitative research techniques to business and day today management problems	2a 3a	2b 2c	4				2a 2b 2c 3b 3c		
CO3:	Demonstrate knowledge and understanding of data analysis interpretation and report writing		3b 3c					4		
CO4:	Develop necessary critical thinking skills in order to evaluate different research approaches in business									
CO5:	Discuss various forms of intellectual property its relevance and business impact in the challenging global business environment and leading international concerning IPR									

Cognitive level	KEYWORDS
L1 - Remember	list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.
L2 - Understand	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss
L3 - Apply	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify
L4 - Analyze	classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select
L5 - Evaluate	asses, decide, choose, rank, grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate
L6 - Create	design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate

PO1–*Theoretical Knowledge;* PO2–*Foster Analytical and Critical Thinking Abilities for data based decision making;*
PO3– *Develop Value Based Leadership;* PO4 –*Ability to Understand and communicate various business aspects to global;*
PO5 – *Ability to lead themselves and others in the achievement of organizational goals contributing effectively to a team environment;*
PSO1- *Comprehend Contemporary features of Business Management Science and its administration*
PSO2- *Analyze and interpret the dynamic situations for making Business Management strategies*
PSO3- *Handle responsibility with the ethical values for all actions undertaken by them*
PSO4- *Adapt and focus on achieving the organizational goal and objectives with complete zeal and commitment.*

CI   **CCI**   **HOD**