PAPER ID-421316

Subject Code: **KMBN203**

Roll No: | | | | | | | | | | | | | |

MBA

(SEM II) THEORY EXAMINATION 2021-22

BUSINESS RESEARCH METHODS

Time: 3 Hours ***Total Marks: 100***

Notes:

- *Attempt all Sections and Assume any missing data.*
- *Appropriate marks are allotted to each question, answer accordingly.*

SECTION-A	Attempt **All** of the following Questions in brief	Marks**(10X2=20)**	**CO**
Q1(a)	How would you distinguish between management decision problem and research problem?		01
Q1(b)	What is a Research proposal?		01
Q1(c)	What do you mean by Literature review?		02
Q1(d)	What is a longitudinal research design?		02
Q1(e)	What are projective techniques?		03
Q1(f)	What are the levels of measurement?		03
Q1(g)	Give the conditions for causality?		04
Q1(h)	What is sampling frame?		04
Q1(i)	What is type I error?		05
Q1(j)	What is bibliography?		05

SECTION-B	Attempt **ANY ONE** of the following Case Analyses	**CO**
Q2(a)	The diet drink manufacturer in the study finds that young women are more health conscious and are looking at low calorie options. Thus, any communication or advertisement for the product has to emphasize the health aspect. The purchase probability is also influence by their education level and the nature of their profession. Other factors such as available brands, celebrity endorsement and dieticians' recommendations also have an impact on them: Marks**(2X15=30)** i) Identify your research problem and hypotheses. ii) Is it possible to generate a theoretical framework for study	
Q2(b)	Testy soup company India has been marked its presence with significance achievements and today commands a market leadership status. The story of success is based on dedication to nature, corporate and process hygiene, dynamic leadership and commitment to our partners and stakeholders. Over the years, Testy soup company overseas business has successfully transformed from being a small operation into a multi-location business spreading through the Middle East, North Africa, West Africa and South Asia. VJ is a 100% vegetable juice drink produced and marketed by the Testy Soup Company. The juice drink made from concentrate with added ingredients, provides a full serving of vegetables and is a natural source of beta carotene ingredient include tomato juice from concentrate, reconstituted vegetable juice blend, made from water and concentrated juices of carrots, clearly beats parsley, lettuce, watercress and spinach; salt; vitaminc; flavouring and citric acid. The drink contains no fat or cholesterol and it is a good source of Vitamin A and C. VJ has for many years had a large share of the tomato and vegetable juice market. Hoever, sale had begun to slip, so the company decided to conduct consumer research that would enable it to develop a new advertising campaign. Marks**(2X15=30)** i) What research objectives should marketers at VJ establish? ii) What research methods would be appropriate to accomplish these objectives?	

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SECTION-C	Attempt **ANY ONE** following Question	Marks **(1X10=10)**	**CO**
Q3(a)	Define research? Discuss the role of research in decision making?		01
Q3(b)	Explain the statement in your own words that "the task of identifying a research problem often follows a sequential pattern"		01

SECTION-C	Attempt **ANY ONE** following Question	Marks **(1X10=10)**	**CO**
Q4(a)	What is a research design? Explain its importance in research studies?		02
Q4(b)	Briefly discuss experimental research design?		02

SECTION-C	Attempt **ANY ONE** following Question	Marks **(1X10=10)**	**CO**
Q5(a)	Establish a difference between nominal scale, ordinal scale, interval scale and ratio scale. Also discuss the relative superiority of these scales in the light of their importance to a researcher?		03
Q5(b)	Distinguish between comparative scaling and non-comparative scaling?		03

SECTION-C	Attempt **ANY ONE** following Question	Marks **(1X10=10)**	**CO**
Q6(a)	Discuss the various techniques of sampling pointing out their relative advantages and disadvantages?		04
Q6(b)	How would you define non sampling errors and what are the potential causes of non-sampling errors?		04

SECTION-C	Attempt **ANY ONE** following Question	Marks **(1X10=10)**	**CO**
Q7(a)	What do you mean by hypotheses why it is important in research process?		05
Q7(b)	What is a research report, describe the layout of a research report covering all relevant points?		05