Roll No…………

GL BAJAJ

Institute of Management & Research
Approved by A.I.C.T.E., Ministry of HRD, Govt. of India
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POST GRADUATE DIPLOMA IN MANAGEMENT (2019-20)
END TERM EXAMINATION (TERM -III)

Subject Name: Research Methods in Business (RMB)	Time: **02.30 hrs**
Sub. Code: PG-19	Max Marks: **60**

Note:
1. Writing anything except Roll Number on the question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.
2. All questions are compulsory in Section A& C. Section A carries 10 questions of 2 marks each, Section B carries 5 questions of 04 marks each, and Section C carries 2 Case Studies of 10 marks each.

SECTION - A

Attempt all multiple-choice questions. All questions are compulsory.   **02×10 = 20 Marks**

Q. 1 (A): Scale that indicates the relative position of two or more objects or some characteristics is called
A) Ranking Scale
b) Ordinal Scale
c) Arbitrary Scale
d) Ratio Scale
Ans- b)

Q. 1 (B): What do we call data that are used for a new study but which were collected by an earlier researcher for a different set of research questions?

  A) Secondary data
  B) Fieldnotes
  C) Qualitative data
  D) Primary data
Ans: A)

Q. 1 (C): A positive correlation occurs when:
  a. Two variables remain constant
  b. Two variables move in the same direction
  c. One variable goes up and the other goes down
  d. Two variables move in opposite directions
Ans: b) Two variables move in the same direction

Q. 1 (D): What is the abbreviation of ANOVA?
  a. Analysis of variance
  b. Analysis of variation
  c. Analysis of variant
  d. None of these
Ans: a) Analysis of variance

Q. 1 (E): The measure of the extent to which responses vary from the mean is called:

a. The mode
b. The normal distribution
c. The standard deviation
d. The variance

Ans: c) The standard deviation

Q. 1 (F): To predict the value of the dependent variable for a new case based on the knowledge of one or more independent variables, we would use

a. Regression analysis
b. Correlation analysis
c. Kolmogorov-Smirnov test
d. One-way analysis of variance

Ans: a) Regression analysis

Q. 1 (G): When every element of the population has an equal chance of getting selected in the sample. It is called
a. Stratified sample
b. Quota sample
c. Cluster sample
d. Simple random sample

Ans: d) Simple random sample

Q. 1 (H): Process of obtaining a numerical description of the extent to which a person or object possesses some characteristics
a. Measurement
b. Scaling
c. Questionnaire
d. Interview

Ans: a) Measurement

Q. 1 (I): Which of the following is not a data-collection method?

a. Research questions
b. Unstructured interviewing
c. Postal survey questionnaires
d. Participant observation

Ans: a) Research questions

Q. 1 (J): Research and Development become the index of the development of the country. Which of the following reasons are true with regard to this statement?
A. Because R&D targets human development
B. Because R&D can improve the standard of living of the people in a country
C. Because R&D reflect the true economic and social conditions prevailing in a country
D. All the above
Ans: D) All the above

SECTION– B

Attempt any five out of six questions (Practical Approach)   **04×05 = 20 Marks**

Q. 2: The dagger effect of layoffs is that there is a sharp drop in the commitment of workers who are retained, even though they might well understand the logic of the reduction in the workforce. Does layoff cause employee commitment to drop off, or is something else operating in this situation?

Question: For the above situation, which type of statistical technique will be best suited?

Q. 3: What is action research? Describe a specific situation where action research will be needed.

Q. 4: How has the advancement in technology helped in business research?

Q. 5: A university professor was interested in the effect of her teaching program on the performance of her students. For this reason, ten students were given a math test in the first week of the semester and their scores were recorded. Subsequently, the students were given an equivalent test during the last week of the semester. The professor now wants to know whether the students' math scores have increased.

Question: To achieve the objective of the above research problem which statistical test can be applied?

Q. 6: You have collected data of 200 employees of HCL to determine the level of employee satisfaction. What steps will you take to prepare raw data for final data analysis?

Q. 7: Identify the target population for the following research problems

   A. A company wants to investigate the initial reactions of heavy soft-drink users to a new "all-natural" soft drink.
   B. A marketer wants to generate some ideas on how women differ from men in acquiring product knowledge about cars.

SECTION - C

Q-8 (A) You have been invited as a research consultant in Tata Motors. The Management of Tata Motors is concerned about the dip in sales of its Brand Safari. Thus Management of Tata Motors wants you to conduct research to suggest how to improve the Sales of Safari.   **(10 Marks)**

Question: **How will you as a research consultant initiate this research and what steps you will take to complete this research?**

Q-8(B) You have been assigned the task of finding the perception, satisfaction, and various problems faced by railway commuters at New Delhi Railway station. Design a suitable questionnaire to be used in this study.   **(10 Marks)**

Question Number	CLO
Q-1	CLO1
Q-2	CLO3
Q-3	CLO4
Q-4	CLO4
Q-5	CLO3
Q-6	CLO4
Q-7	CLO2

Q-8 (A)	CLO2
Q-8 (B)	CLO1