



GL BAJAJ

Institute of Management & Research

Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Roll No.....

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) – 201306

POSTGRADUATE DIPLOMA IN MANAGEMENT (2019-21)

MID-TERM EXAMINATIONS (TERM - III)

Subject Name: **Research Methods for Business**

Time: **01.30 hrs**

Subject Code: **PG-19**

Max Marks: **20**

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, B & C. Section A carries 1 Case Study of 8 marks. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.

SECTION - A

08 Marks

Q. 1: Case Study:

Large apparel stores have started growing in various cities of India. The increase of competition among the apparel stores and the need for higher revenue margins have prompted the management to tap different customer segments. Still, some of the consumers are reluctant to change their shopping habits as they feel these stores to be expensive. A study is being made to find out the consumer behavior and its relationship between certain attributes of these stores.

The specific objectives of the study are as follow:

1. To highlight the profile of people visiting apparel stores.
2. To study the impact of factors such as ambiance, variety, availability of brands and convenience on buying patterns of shoppers at apparel stores.
3. To find out the current taste and preferences of consumers for apparel.

To address the research objectives, the researcher wants to conduct a primary survey of apparel consumers.

Question: You are required to prepare a draft questionnaire to collect information related to the above objectives.

SECTION - B

02×03 = 06 Marks

Q. 2: Explain in brief the concept of sampling.

Q. 3: Differentiate between comparative and non-comparatives scales

Q. 4: Explain any situation where stratified sampling is best suited.

SECTION - C

03×02 = 06 Marks

Q. 5: A research scientist wants to investigate the question: What is the most effective way for an organization to recover from a service failure? Her objective is to provide guidelines for establishing the proper “fit” between service failure and service recovery that will generalize across a variety of service industries.

Question: *Discuss, with reasons, whether above fall into the category of applied or basic research.*

Q. 6: A manager of an insurance company finds that “fear appeals” in commercials are positively associated with consumers intentions to buy insurance for their house. This effect is particularly strong for people with a high inherent level of anxiety.

Question: *List out the variables of interest in the above situation and illustrate by means of diagrams the relationships among the variables.*