



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

POST GRADUATE DIPLOMA IN MANAGEMENT (2018-20) END TERM EXAMINATION (TERM - III)

Subject Name: **Research Methods in Business**

Time: **02.00 hrs**

Subject Code: **PG-19**

Max Marks: **50**

Note:

- 1. Writing anything except Roll Number on 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 2 Case Studies of 10 marks each, Section B carries 2 questions of 10 marks each and Section C carries 5 questions of 2 marks each.**

SECTION - A

10×02 = 20 Marks

Q. 1: Case Study

The ability to come up with business idea can be transformed into a viable business if idea is supported by feasibility report and detailed business plan. These business plans can be sold to interested investor firms, and interested parties for a lump sum or a management contractor. If the business idea is introduced at the right time, when demand for search service are expected to surge, can lead to a very profitable business. Business ideas are always available through different sources; however it's the application applied on these ideas, and timing makes all the difference in failure or successes.

After discussing some good business ideas, Babu and Hari have decided that their best option is to open a small cafe. They believe that their background and experience in the hospitality industry will help them to succeed. Hari is keen to start up the business straight away and has already found what he thinks is a good location. However, Babu is not sure and want to spend more time researching the market before they commit to anything. Babu can see the benefit in being fully prepared before investing time and money in to starting the business.

Questions:

- a) Explain why you think Babu and Hari should conduct market research before starting their business. What could they find out by researching their Market?**
- b) Describe some methods that Babu and Hari could use to learn more about the potential customers, competitors and business locations**

Q. 2: Case of Patanjali

Patanjali wants to expend its marketing efforts to build strong brand. Before going for allocation of higher budget for Advertisement Patanjali wants to determine the effect of Advertisement on sales performance. They have collected the data for past 10 years from 2010 to 2019 for Advertisement and Sales to determine the relationship between these two variables. Data collected has been analyzed with the help of Regression analysis and results of analysis are given below?

Question:

You are required to read the results and interpret the results so that Patanjali can take decision.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.425	.481	.262	26.44501

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	6931.520	1	6931.520	9.912	.003b
Residual	31470.236	45	699.339		
Total	38401.757	46			

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	35.970	21.578		1.667	.102
Advertisement Expenses	.127	.040	.425	3.148	.003

a. Dependent Variable: Sales in million)

SECTION - B**10×02 = 20 Marks**

Q. 3: 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.

Q. 4: A manager finds that off-the-job classroom training has a great impact on the productivity of the employees in her department. However, she also observes that employees over 60 years of age do not seem to derive much benefit and do not improve with such training.

You are required to identify and explain variables of interest in above scenario and draw a diagram of conceptual framework showing the relationships among the variables.

SECTION - C**02×05 = 10 Marks**

Q. 5(A): Under what circumstances stratified random sampling procedure is considered appropriate?

Q. 5 (B): What is action research? Describe a specific situation where action research will be needed.

Q. 5 (C): You have collected a data of 200 employees of HCL to determine level of employee satisfaction. What steps will you take to prepare raw data for final data analysis?

Q. 5 (D): List out the various methods of primary data collection.

Q. 5 (E): Suggest an outline of research report which is generally accepted.