GL BAJAJ

Institute of Management & Research. PGDM Institute

FIND YOUR SPARK

GREATER NOIDA   (Approved by A.I.C.T.E., Ministry of HRD, Govt. of India)

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

POST GRADUATE DIPLOMA IN MANAGEMENT (2021-23)
END TERM EXAMINATION (TERM -III)

Subject Name: **Research Methods in Business**	Time: **02.30 hrs**
Sub. Code: **PG31**	Max Marks: **40**

Note:
All questions are compulsory. Section A carries 5 marks: 5 questions of 1 marks each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.

SECTION - A

Attempt all questions. All questions are compulsory.   **1×5 = 5 Marks**

Q. 1 (A): How is business research helpful to managers?

Q. 1 (B): List the steps involved in Business Research.

Q. 1 (C): Which research design is used for understanding behaviour of different market segment?

Q. 1 (D): Explain Tabulation of Data.

Q. 1 (E): What are the things the researcher should keep in mind while designing a questionnaire?

SECTION - B

All questions are compulsory (Each question has an internal choice. Attempt any one (either A or B) from the internal choice)   **7 x 3 = 21 Marks**

Q. 2: A. The Indian Army wants to ascertain why young students do not select the armed forces as a career option in their graduation.

i. How would you formulate a research problem to solve the dilemma?

ii. What would be the variables under study?

Or

Q. 2: B. Butamal Kirorimal is a small jeweller from Jodhpur with limited resources. He is into the business of designing and selling traditionally Rajasthani jewellery. He believes that having an exquisite and mystically arranged display on the Palace of Wheels will suitably boost the sale. He also feels that foreigners rather than Indians would be influenced more. It is the month of June 2022, and by the end of the year he wants to decide whether to go in for the display or not. Identify your variables, hypothesis and test units. What is your research design? Represent it diagrammatically and state your method of analysis.

Q. 3: A. Tasty Food is a German Based restaurant chain. It is famous for its continental Cuisines. The restaurant has incurred a loss of two crores in the first two years of operation and wondering what needs to be done to be successful in Indian Market. Discuss the research Problem in above case and explain the research process to conduct the research.

Or

Q. 3: B. A company in the business of shoe manufacturing has never maintained customer data properly. They are now facing difficulties in strategic decision making. Help the firm by explaining how planning drives research and thus successful customer handling.

Q. 4: A. Suppose Jet Airways wants to ascertain the image it has in the minds of its patrons. Construct a seven item-Likert scale and semantic differential scale to measure the perceived image

of the airlines. Make sure that the seven items under each format correspond to the same seven dimensions.

Or

Q. 4: B. Indicate the type of scale (nominal, ordinal, interval or ratio) that is being used in each of the following questions:

(a) How large is the market size for shampoos?

(b) In which of the following functional areas of management do you wish to specialize in the second year?

(i) Marketing
(ii) Finance
(iii) HR
(iv) IT

(c) State the order of your preference for the following colours.

(i) Grey
(ii) White
(iii) Blue
(iv) Green
(v) Black

(d) Was the research methods course difficult to understand?
Yes_____ No_____

(e) In which month were you born?

(f) How do you rate the quality of food at the Golden Dragon restaurant?
1 = Very poor, 2 = Poor, 3 = Neither good nor poor, 4 = Good, 5 = Very good

SECTION - C

Read the case and answer the questions   **7×02 = 14 Marks**

Q. 5: Case Study: **Herbal Tooth Powder**

ABC Manufacturing Company had produced a herbal tooth powder five years back and was marketing the same in Punjab The company is about 20 years old and is producing various toiletry products in Punjab. It had a name rural market of Punjab. The herbal powder was launched only five years back and had shown a compound annual growth rate of 18 per cent. The CEO of the company: Mr. Avtar Singh was thinking of introducing the herbal tooth powder in the urban areas of Punjab.

Mr. Singh got preliminary research done with regard to the tooth powder market. The results of this research indicated that generally, people in urban areas preferred toothpaste instead of tooth powder. This was more so in case of young people below the age of 20 years. Mr. Singh had a meeting with senior officials of the company and decided to get a research study conducted from a marketing research company with the following objectives:

- To estimate the proportion of population that used tooth powder
- To understand the demographic and psychographic profile of people who used tooth powder
- To understand the reasons for not using tooth powder
- To get an understanding of the media habits of both the users and non-users of tooth powder

The research team in the marketing research company defined the users of tooth powder as those who had bought tooth powder in the last six months. In order to select the users of tooth powder they conducted a preliminary study A sample of 500 respondents was taken from Amritsar, Jalandhar Ludhiana and Patiala. The results of the study indicated that out of the 500 respondents selected randomly, 20 per cent were below the age of 20. Out of the remaining 400

respondents. 30 per cent refused to participate in the study. Out of the remaining sample 60 per cent did not use tooth powder, 30 per cent bought it only once in a year or two and only 10 per cent of the respondents bought at least once in six months. The cost of sampling 500 respondents was 40,000/-.

The company wanted to select 200 users from both Amritsar and Ludhiana, whereas 100 respondents were to be selected from Jalandhar and Patiala each. The remaining 300 users were to be selected from the remaining urban/ semi-urban towns of Punjab In brief, the marketing research company wanted a total sample of 900 It was argued that a large sample should be taken from larger cities.

A total budget of 24,00,000/- was allocated for the research, out of which 2.50,000/- was for the purpose of field work. One of the members of the research team indicated that the total budget for the field work, would not be sufficient to get the desired number of users of tooth powder. He suggested that chemist shops and General Kirana Stores could be contacted for identifying the users.

Question:

Q. 5: (A). Will the money allocated for the fieldwork be sufficient to get the desired size of the sample from various towns of Punjab as mentioned in the case? If the amount is not sufficient, how many users can be contacted with the given budget? 3. How would you define the population and the sampling frame in this case?

Q. 5: (B). Do you agree with the statement that a large sample should be taken from towns with a large population? 5. Would it be advisable to contact general Kirana stores and chemist shops for identifying the users?

Mapping of Questions with Course Learning Outcome

Question Number	COs	Bloom's taxonomy level	Marks Allocated
Q. 1:	**CO1**		**5 marks**
Q. 2:	**CO2**		**7 marks**
Q. 3:	**CO3**		**7 marks**
Q. 4:	**CO4**		**7 marks**
Q. 5:	**CO4**		**14 marks**

Note: Font: Times New Roman, Font size: 12.