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

POST GRADUATE DIPLOMA IN MANAGEMENT (2025-27)
MID TERM EXAMINATION (TERM -II)

Subject Name: **Research Methods in Business**	Time: **01.00 hrs**
Sub. Code: **PG205**	Max Marks: **20**

Note: All questions are compulsory. Read the case and answer the questions

Kindly write the all the course outcomes as per your TLEP in the box given below:

> **CO1- Understand the basic concepts and framework of research process (L2)**
> **CO2-Examine the different ways of data collection and construct survey questionnaire (L3)**
> **CO3- Differentiate between probability and non-probability sampling techniques (L3)**
> **CO4- Analyze data by coding, tabulating and visualizing it using SPSS (L4)**
> **CO5- Analyze parametric and non-parametric tests using SPSS (L4)**
> **CO6- Evaluate advanced data analysis techniques using SPSS and understand ethical issues in business research (L5)**

Read the case problems and answer the questions:

Case Problem 1

Market Challenges of FreshBasket Organics

FreshBasket Organics is a mid-sized organic grocery brand selling fruits, vegetables, grains, and healthy snacks through both physical stores and an online platform. The company targets health-conscious urban consumers.

In the last four months, FreshBasket has seen:
- A 10% decline in online orders,
- A drop-in repeat customers, and
- An increase in customer complaints related to delivery delays and product freshness.

The Marketing Manager believes that growing competition from quick-commerce platforms (Blinkit, Zepto, Swiggy Instamart) and rising price sensitivity among customers may be contributing factors. However, these are assumptions; no formal research has been conducted.

To make informed decisions, the company wants to initiate a business research study to understand the root causes of declining online performance.

Q1) Using the SMART framework, write a clear and detailed problem statement for the research study FreshBasket Organics intends to conduct. Ensure your statement addresses all five SMART elements. (5 Marks)

Q2) Identify five variables relevant to this study and classify each as nominal, ordinal, interval, or ratio. (5 Marks)

Case Problem 2:

Customer Experience Research at MetroMart Superstores

MetroMart is a national chain of 250 supermarket stores offering groceries, household goods, fresh produce, and personal care items. Over the last year, MetroMart has faced declining customer satisfaction scores, particularly in urban branches. Customers have complained about long billing queues, stockouts of essential products, and inconsistent staff behaviour.

The management wants to take data-driven decisions and therefore initiates a comprehensive customer experience research project. However, the team is unsure which research design to adopt

and what type of data collection methods would provide the most reliable insights. MetroMart must answer the following research questions:

1. Why are customer satisfaction scores dropping?
2. What specific aspects of store experience need improvement?
3. Does reducing billing time lead to higher customer satisfaction ?
4. Should the company track satisfaction data over multiple months?

Q1. Explain whether a cross-sectional or longitudinal research design, or a mix of both, would be more suitable for MetroMart's objectives.Give reasons. (5 Marks)

Q2. Design ten survey questions (mix of Likert, multiple-choice and open-ended) that can be included in MetroMart's customer satisfaction survey. (5 Marks)

Kindly fill the total marks allocated to each CO's in the table below:

COs	Blooms Taxonomy Levels	Marks Allocated
CO1	L2	10 Marks
CO2	L3	10 Marks

Blooms Taxonomy Levels given below for your ready reference:

L1= Remembering
L2= Understanding
L3= Apply
L4= Analyze
L5= Evaluate
L6= Create