

School of Business

MBA
ETE - Jun 2023

Time : 3 Hours

Marks : 50

Sem II - MBDS5027 - Business Research Methods

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

1. Differentiate between quota sampling and stratified sampling. K2 CO1 (2)
2. If the correlation coefficient between two variables is zero, does it mean the variables are independent? Explain. K2 CO2 (2)
3. Summarize the demerits of the collection of data through a questionnaire. K2 CO3 (2)
4. List the assumptions of T-test for the difference between two population means. K1 CO4 (2)
5. Explain the relevance of the oral presentation of reports. K2 CO1 (2)
6. An inquiry is being conducted by college students to know the average income of the households in the housing board colony. If there are 3640 households and the researchers permit a margin of error of 3%. Evaluate the sample size to be considered. K4 CO4 (6)
7. You have been approached by Rohit Bal who wants to start an economy line and would like to know the following details: K3 CO1 (5)
 - a) How is the fashion market composed?
 - b) What is the profile of avid fashion followers?
 - c) What are the potential segments you can convert into fashion followers?
 - d) What is their buying behavior like?
 - e) how can you approach and market to this segment?Explain the nature of information required by you> What role shall secondary data sources play here?
8. Distinguish between the following: K4 CO2 (5)
 1. One-tailed Test and two-tailed Test;
 2. Parametric Tests and Non Parametric Tests
9. Cloud Nine is a regional brand of water whose share of the market has remained fairly stable for the past few years. the management wants to increase the brand's market share through the use of a more effective advertising theme. For the last two years, Cloud Nine advertising has featured a well-known Bollywood actress who presents a safe and secures always message in all the commercials. The company knows that it needs to make the brand more progressive and needs to reposition it. Thus they wish to carry out a short study to know the perception of cloud Nine as compared with the new brands available today. They feel that such information will help them structure the positioning exercise better, Frame a questionnaire to analyze the above-said situation. K5 CO2 (8)
10. "Research reports contain findings, analysis, interpretations, conclusions, and sometimes recommendations." Analyze the statement and mention the purpose of report writing. K4 CO3 (8)
11. Management Report in written for the non technically oriented persons. Summarize the steps involved in writing such research report. K5 CO4 (8)