

Enrollment No.....



Faculty of Management
End Sem (Even) Examination May-2018
MS5CO13 Business Research Methods

Programme: MBA

Branch/Specialisation: Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. Research is not considered ethical if it: **1**
(a) Is not of a very high standard
(b) Tries to prove a particular point
(c) Does not investigate the data scientifically
(d) Does not ensure privacy and anonymity of the respondent
- ii. The purpose of research is: **1**
(a) To produce work of publishable quality
(b) To extend the conceptual understanding of a topic
(c) Primarily to get more data
(d) None of these
- iii. Hypothesis is: **1**
(a) A thoughtful statement (b) A forwarding statement
(c) A temporary statement (d) All of these
- iv. Is a function of the independent variable_____. **1**
(a) Mediating variable (b) Moderator variable
(c) Extraneous variable (d) All of these
- v. The researcher divides the population into post graduates, graduates and 10+2 students using the random digit table and selects some of them from each category. This is known as_____. **1**
(a) Judgemental sampling (b) Stratified random sampling
(c) Convenience sampling (d) None of these
- vi. A researcher wants to study the future of one of the political party in India. For this study which tool is most appropriate for him? **1**
(a) Questionnaire (b) Personal interviews
(c) Both (a) and (b) (d) None of these

P.T.O.

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- vii. It is an example of negative correlation: **1**
(a) An increase in population will lead to shortage of food grains
(b) Poor intelligence means poor achievement in academics
(c) Corruption in India is increasing
(d) Poor working conditions retard output
- viii. In SPSS, what is a 'Data Viewer'? **1**
(a) A dialog box that allows you to choose a statistical test
(b) A spreadsheet into which data can be entered
(c) A screen in which variables can be defined and labelled
(d) None of these
- ix. Citation means that a particular paper has been: **1**
(a) Quoted in another paper by another author
(b) Sold to another publisher
(c) Discussed orally by another author
(d) All of these
- x. Reports present conclusion based on _____. **1**
(a) Investigation (b) Impression (c) Intuition (d) Belief
- Q.2 i. Define research. Discuss its importance in business decision-making. **4**
ii. Discuss the characteristics of good research. **6**
- OR iii. Explain different types of research. **6**
- Q.3 i. A ready-to-eat food major would like to introduce a new product '*iced tea*'. The company feels that this product is superior to what is already available in the market. The company wants to develop a unique promotional theme for the new product so that it may be clearly differentiated by the consumer and should appeal to broader section of the population. Lay down your recommendation for the most suitable type of research design and explain reasons for your choice. **4**
ii. Discuss the various steps in the research process. **6**
- OR iii. Explain concept and variable? Discuss the moderating and control variable with suitable example. **6**
- Q.4 i. Explain reliability and validity of scales. **4**
ii. What is sampling? Discuss the different types of probability sampling methods. **6**

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- OR iii. Discuss the methods of primary data collection. **6**
- Q.5 i. What do you understand by coefficient of determination R^2 in the regression SPSS output? Also discuss its significance. **4**
ii. A marketing manager of *easy day* at Indore wanted to determine the effect of shelf space and price on the sales of pet food. A random sample of 15 equal-sized shops was selected and the sales, shelf space in square meters and price per kilogram were recorded. **6**
(a) Which statistical test do you feel would be useful in the situation as mentioned above?
(b) Write the equation for the statistical test to be used in (a).
- OR iii. What is the difference between one sample t-test and independent samples t-test? Explain assumptions underlying one sample t-test. **6**
- Q.6 Write short note on the following
- i. Types of research reports **5**
ii. References and Webliography **5**
iii. Parts of research report **5**

Marking Scheme
MS5CO13 Business Research Methods

Q.1	i.	Research is not considered ethical if it:		1				
		(d) Does not ensure privacy and anonymity of the respondent						
	ii.	The purpose of research is:		1				
		(b) To extend the conceptual understanding of a topic						
	iii.	Hypothesis is:		1				
		(c) A temporary statement						
	iv.	Is a function of the independent variable_____.		1				
		(a) Mediating variable						
	v.	The researcher divides the population into post graduates, graduates and 10+2 students using the random digit table and selects some of them from each category. This is known as_____.		1				
		(b) Stratified random sampling						
	vi.	A researcher wants to study the future of one of the political party in India. For this study which tool is most appropriate for him?		1				
		(a) Questionnaire						
	vii.	It is an example of negative correlation:		1				
		(a) An increase in population will lead to shortage of food grains						
	viii.	In SPSS, what is a 'Data Viewer'?		1				
		(b) A spreadsheet into which data can be entered						
	ix.	Citation means that a particular paper has been:		1				
		(a) Quoted in another paper by another author						
	x.	Reports present conclusion based on_____.		1				
		(a) Investigation						
Q.2	i.	Definition of research	1 mark	4				
		Importance of research	3 marks					
	ii.	Characteristics of good research.		6				
		Each point 1 mark	(1 mark * 6)					
OR	iii.	Types of research.		6				
		Each type 1 mark	(1 mark * 6)					
Q.3	i.	Most suitable research design with explanation	4 marks	4				
		(Answer is : Initially exploratory and then conclusive research design. In conclusive research design, it can be either descriptive or casual)						
	ii.	Steps in the research process.		6				
		Each step 1 mark	(1 mark * 6)					
OR	iii.	Concept and variable	2 marks	6				
		Moderating variable with example	2 marks					
		Control variable with example	2 marks					
Q.4	i.	Reliability of scales	2 marks	4				
		Validity of scales	2 marks					
	ii.	Sampling	2 marks	6				
		Types of probability sampling methods						
		Each type 1 mark (1 mark * 4)	4 marks					
OR	iii.	Methods of primary data collection.		6				
		Each method 1 mark	(1 mark * 6)					
Q.5	i.	Coefficient of determination	2 marks	4				
		Significance of coefficient of determination	2 marks					
	ii.	(a) Statistical test (answer = Regression)	2 marks	6				
		(b) Equation for the statistical test to be used in (a)						
		Answer						
		$y = a+bx$ where $y =$ dependent variable, $a =$ constant, $b=$ slope of the line and $x =$ independent variable	1 mark					
		Sales of per food (y) = $a+b_1x_1+b_2x_2$	1 mark					
		Sales of per food (y) = $a+b_1(\text{price})+b_2(\text{shelf space})$	1 mark					
		$X_1 =$ Independent Variable I and $X_2 =$ Independent Variable II						
		(X_1/X_2 can be either price or shelf space)	1 mark					
OR	iii.	Difference between one sample t-test and independent samples t-test		6				
			2 marks					
		Assumptions underlying one sample t-test	4 marks					
Q.6		Write short note on the following						
	i.	Types of research reports		5				
	ii.	References and Webliography with examples		5				
	iii.	Parts of research report		5				
