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UNIT-IV

8. (a) What is meant by one-way ANOVA? What basic statistic is used to test the null hypothesis in one -way ANOVA? 5
- (b) What are the objectives of discriminant analysis ? What is the main distinction between two-group and multiple discriminant analysis ? 5
- 9 (a) What is the objectives of factor analysis in marketing research ?
- (b) What do you understand by report preparation ? Describe a commonly used format for writing business research reports? 5

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(Printed Pages 8)

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M.B.A. (II Sem.) Examination, 2015

Research Methodology

Paper - CP-207

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer five questions in all. Question No. is compulsory. In addition answer one question from each Unit.

1. Read the following case and answer the questions that follow :

Lately, Vero Bicycles Pvt Ltd started experiencing acute, throat competition in the bicycle business on home and world markets. They have started experiencing some flatness in their sales and profit curves. Recently, Vero Bicycles Pvt. Ltd. recruited an M.B.A. Miss Anuradha Goswami. Miss Anuradha who specialised in Marketing was the First M.B.A. to be recruited from the outside as there was

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a stress to recruit only technically equipped people like engineers, etc., without management qualifications. But some of the sons of four brothers of Vero Group were having technical as well as management qualifications. Even some of these third generation, Vero promoters and managers were M.B.A's from some reputed Universities. They have lot of management exposure in India as well as abroad as they keep on touring domestic and international markets quite frequently. The Chairman Mr. Ravinder Lall is also a very ambitious and dynamic man who talks of developing a Vero culture in the Vero Group employees as a whole. He aspires to take bigger strides and make the group as one of the few 'big' business houses in India. He intends to start his own training college to impart management training to his group employees and also to managers of other companies.

One day, Mr. Ravinder Lal called his Marketing Manager Mr. Siripat Dass in his cabin and discussed with him in detail the marketing problems facing Vero Bicycles pvt. Ltd. Mr. Dass told Mr. Ravinder Lall, " Sir, our main problem is that we are continuing our manufacturing

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- (b) What are the primary differences between qualitative and quantitative research technique ? 5

UNIT-II

4. (a) What are the relevant factors for evaluating which survey method is best suited to a particular research project ? 5
- (b) Describe the difference among nominal, ordinal, interval and ratio scales? 5
5. (a) What is the purpose of questionnaires? How would you determine whether a specific question should be included in questionnaire ? 5
- (b) What are the major difference between judgment and convenience sampling ? 5

UNIT-III

6. Describe the fieldwork/data collection process. What qualifications should field workers possess? 10
7. What is the major difference between cross-tabulation and frequency distribution? Describe the procedure for computing frequencies. 10

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ter establishing certain basic attributes of bicycles .

2. To study the dealers' attitudes to Vero Bicycles policies and its products.
3. To distinguish the rural buyers' attributes from those of urban buyers.

Ms. Anuradha decided to adopt an exploratory research design because secondary details were not much available. She wanted to collect primary data on the buyers and dealers' attitudes. For this she decided to have a sample of 100 buyers (males and females) from each of the urban and rural population from and around Ludhiana City. She decided to include some juvenile, children and students also. She decided to take a sample of 50 dealers from North Indian States. Buyers sample was to be taken on judgment and convenience basis whereas dealers' sample was to be taken on random stratified basis.

She decided that data collection from buyers will be carried out with the help of a structured undisguised interview schedule. Personal interviews will also be held with the dealers with the help of a separately designed interview schedule. She decided that many

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questions on each schedule will be on attitude measurement on the pattern of Likert Scaling Techniques covering bicycle attributes like price, quality, colour, availability of spare parts, repair costs, sleekness in looks, etc.

Further, Ms Anuradha decided that data thus collected would be categorised in favorable and unfavourable categories (with regard to attributes) and Z-test will be applied to examine the significance after calculating the mean scores. Ranking of various attributes will also be carried out. General profile of consumers and dealers will also be prepared on the basis of their biodata information like age, sex qualification income, place of living etc.

Finally, it was decided that two outside investigators will be appointed for the survey purpose who will collect and compile the survey results.

She assumed that survey will be having certain limitation as the samples would be small in size because of limited time within which the report is to be prepared. But she justified that buyers and dealers attitudes would be same even in larger sample as people have similar viewpoints regarding bicycles.

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This research design was submitted to the marketing Manager Mr. Siripat Dass. Mr. Dass Kept the research design in his file and said that he would discuss it with Managing Director and then finalise with little bit modifications.

Questions

- (a) Was the problem identification and formulation systematically carried out? Discuss and put forward your viewpoints for improvement in this regard. 10
- (b) Whether the objectives were decided and listed in an appropriate manner, whether hypothesis were to be formulated? What can be the hypotheses? 10
- (c) Whether the sample was rightly selecte? Discuss and suggest improvements,if any. 10

UNIT-I

2. Define business research. Describe the steps in business research process. Explain with suitable examples. 10
3. (a) Why is it important to obtain secondary data before primary data? Differentiate between internal and external secondary data. 5

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on traditional lines hence many a problem of marketing are the result of that. We never tried to have a feel of the consumers in domestic as well as in international markets. To be very frank, sir, we must undertake some marketing, research projects so that we can understand the purchase behaviour of bicycle buyers. Also there is a need to understand the dealers' viewpoints through certain dealers surveys." Mr. Ravinder Lall immediately retorted, "Why don't you design a marketing research project through which we can have a feel of buyers' need and dealers' attitudes. I think you can guide and instruct Ms. Anuradha Goswami on this and she would be able to carry out the research work. Ask her to prepare a research report on the basis of her research data."

Mr. Dass Summoned Mr. Anuradha to his cabin and asked her to prepare a research design to study buyers' and dealers behaviour within two days, Miss Anuradha started the maiden exercise of preparing a research design from that moment onwards. She established the study objectives as follows:

- (1) To Study the buyers' behaviour af-

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P.T.O.