



RF-4529-30

**M. B. A. (Sem. II) (FT) &
M. E. A. (Sem. II) (THM) Examination
April / May – 2010
CP-206 : Research Methodology in Business
(New Course)**

Time : 3 Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दशांशके निशानीवाणी विगतो उत्तरवडी पर अवश्य कभवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
<input type="text" value="M. B. A. (Sem. 2) (FT) & M. E. A. (Sem. 2) (THM)"/>	<input type="text" value="Student's Signature"/>
Name of the Subject :	
<input type="text" value="CP-206 : Research Methodology in Business"/>	
Subject Code No. : <input type="text" value="4"/> <input type="text" value="5"/> <input type="text" value="2"/> <input type="text" value="9"/> Section No. (1, 2,.....) : <input type="text" value="Nil"/>	

(2) Question 1 is compulsory.

(3) Write any five out of the rest of the questions.

- 1 What is the use of research in Business? How does it help the manager? Discuss the function of Research in various functional areas of Business. **20**
- 2 Discuss the various phases of research and explain what is meant by forward linkage and backward linkage? **16**
- 3 You have been hired by a group of Hotel owners, restaurant owners and other people engaged in Tourism industry. In order to find out 'How to attract more tourists?', What kind of research and what objectives will you include in your research? **16**
- 4 (a) What are the factors affecting the data collection method? **8**
- (b) Make an observation check list for knowing the 'students eating habit in canteen' **8**

5 Explain the terms- “Measurement” and “scale”. Give **6+6+6**
 a classification of scaling techniques. Explain in detail
 the “constant sum” and “semantic Differential” scales
 giving an example of each.

6 (a) Consider the following question used for a mail **8**
 questionnaire.

Please rank order the following brands of digital camera in order of your preference. Begin by picking out the one brand that you like most and assign it a number 1. Then find the second most preferred brand and assign it a number-2 Continue this procedure until you have ranked all the brands in order of preference. The least preferred brand should be assigned a rank of 10. No two stores should receive the same rank number.

Brands	Rank order
1 Sony	_____
2 Nikon	_____
3 Canon	_____
4 Kodak	_____

If you were to use “Telephone interview” and “Personal interview” as you interviewing method, how will you modify the question in each case.

(b) Give a classification of sampling techniques. **3+2+2**
 Explain how you shall draw a sample of 100 from a population of 1000 using “systematic Random sampling” technique. Also explain" Snowball sampling" method.

- 7 What is report writing in research? What are the usual chapters included in report writing? 16
- 8 Read the case given below and answer the questions given below. 18

Athlade

Athlade is a relatively new drink designed to quench the thirst of individuals who participate in sporting events as football, baseball, tennis, and so forth. The producers of this product are convinced that if the public would try the new drink, they would switch from their old brand of thirst-quenching drink. The corporate executives of Athlade decide to test the use of a coupon as a way of introducing the product to the public on a trial basis. They decide to test market the couponing campaign in the city of Springfield, Massachusetts, before introducing the campaign nationally. The following data had been obtained from the test market study:

Before campaign	After Campaign	
	High Purchase Rate	Low Purchase Rate.
High purchase rate	310	103
Low purchase rate	36	244

Discussion Questions :

- 1 What analytical technique would be appropriate for making a formal analysis?
- 2 What are the null and the alternative hypotheses to be tested?
- 3 Run an analysis of the data using the 0.05 level of significance. What conclusions can you draw?