



JP – 956

**II Semester M.B.A. (Day) Degree Examination, June 2008
(2007-08 Scheme)
MANAGEMENT**

2.1 : Research Methodology and Technical Writing

Time : 3 Hours

Max. Marks : 75

Instruction: Calculators are allowed.

SECTION – A

1. Answer **any six** questions. (6×2=12)
- A) What is good hypothesis ?
 - B) What is a research problem ?
 - C) Define variables.
 - D) What is a research plan ?
 - E) What is ANOVA ?
 - F) What is Likert Scale
 - G) What is cross sectional research ?
 - H) What is Data Editing ?

SECTION – B

Answer **any three** questions : (3×8=24)

- 2. What is the meaning of measurement in the research ? What difference does it make whether we measure in terms of nominal, ordinal interval or ratio scale ? Explain with example.
- 3. What are the different sources of data ? Discuss with the suitable example.
- 4. Discuss the basic components of research report.

P.T.O



5. "Processing of data implies editing, coding, classification and tabulation". Describe in brief these four operations pointing out the significance of each in content of research study.
6. Find the value of Chi-square for the following information :

Class	A	B	C	D	E
Observed frequency	8	29	44	15	4
Expected frequency	7	24	38	24	7

SECTION - C

Answer any two questions.

(2×12=24)

7. What do you mean by 'Sample Design' ? Briefly explain the probability and non probability sample designs.
8. How would you classify research design according to research purpose ? Discuss.
9. Write short notes on :
- Level of significance
 - Type I error and type II error
 - Null and alternate hypothesis
 - Measure of central tendency.



SECTION - D

10. Case Study (Compulsory)

(1×15=15)

Levi's : Fading Jeans and market Share

The Situation

As of 2006, Levi's is a leading global apparel company, with sales in more than 110 countries. It has been a long standing company with over 150 years of being in the clothing business. While one may think this long history can only result in good things, Levi's heritage has been its worst enemy. Philip Marineau, the president and chief executive officer for Levi Strauss & Co., had to work to revamp Levi's antique image and make the brand appealing to younger generations in efforts to boost its declining sales. In the last five years, Marineau saw worldwide sales drop 40 percent, losing market share to competitors like the Gap, and trendier ones such as Calvin Klein, Tommy Hilfiger, and Diesel. Another problem for Marineau came from store brand jeans, such as JCPenney's Arizona brand jeans or the Gap's in-house brand, which have changed their image and launched an assault on big brand names like Levi's. These store brand jeans, along with other store label jeans, now target the teenage market with "cutting edge" advertising. American trade publication *Brand Strategy* estimated that the brand has lost about 50 percent of the younger consumer market share worldwide between 1999 and 2005.

To compete with these brands and maintain leadership, Levi's, the market leader, is considering introducing their own line of private-label jeans to capture a larger portion of the teenage market. Philip Marineau wonders. "How powerful is a national brand like Levi's compared to an in-house brand like Gap or a store brand like JCPenney's Arizona jeans ?"

The Marketing Research Decision

- 1) If you were Philip Marineau, what type of research would you want to conduct to help arrive at an answer ?
- 2) Please explain how you would implement the type of research you have recommended.