

E Master



PG – 563

II Semester M.B.A. (Day) Degree Examination, June/July 2010
(2007-08 Scheme)

2.1 : RESEARCH METHODOLOGY AND TECHNICAL WRITING

Time : 3 Hours

Max. Marks : 75

- Instructions:* 1) Statistical tables are *allowed*.
2) Calculators to be *allowed*.

SECTION – A

1. Answer **any six** of the following. (6×2=12)
- What is pure research ?
 - What is Cross-Sectional design ?
 - What is test marketing ?
 - What is Type – I error ?
 - What is focus group ?
 - Give one example for APA format of Bibliography.
 - What is skewness ?
 - What is two-tailed test ?

SECTION – B

Answer **any three** of the following questions. (3×8=24)

- Differentiate between exploratory and conclusive research.
- Explain with example various types of non comparative rating scale.
- Describe the process of report preparation.
- Describe the procedure for hypothesis testing.
- What is the major difference between Judgemental and convenience sampling ? What factors should be considered in choosing between probability and non probability sampling.

P.T.O.



SECTION – C

(2×)

Answer **any two** of the following questions :

7. Nokia would like to conduct a survey to determine the image of Nokia mobile and the image of its major competitors (Sony, Samsung, and Motorola). Develop such a questionnaire.
8. Write short notes on : **(any two)**
 - a) Interval and Ratio data
 - b) Parametric test
 - c) Non parametric test.
9. A drug is given to 10 patients and the increments in their blood pressure were recorded to be 3, 6, -2, 4, -3, 4, 6, 0, 0, 2. Is it reasonable to believe that there is no change of blood pressure after the use of drug ?

SECTION – D

10. **Case Study (Compulsory)** (1×)

New Balance : Attaining a Balance in Marketing Strategy.

The Situation

The U.S. athletic footwear market is likely to grow slowly during 2006 characterized by good volume sales and falling prices, according to a recently published report from Mintel International. It projects annual growth of 2 percent before inflation, rising to \$ 15.5 billion in 2008. This is due to factors such as overly complex manufacturer/retailer relationships that sap brand loyalty and excessive bargain hunting, a slow growth economy, and competition from brick shoe manufacturers as the previously distinct line between athletic and brick shoes becomes blurred. Alongside this, weak retail pricing is likely to lead to more of a two-tier market – an upscale shoe market for those most dedicated to athletic shoes (young males) and those with higher levels of discretionary income and a mass market for the rest of the nation. One bright spot revealed by Mintel consumer research is that respondents overwhelmingly agree that they are willing to “spend money on good sneakers”.



Jim Davis, CEO of New Balance Athletic Shoe, Inc., is trying to appeal to those consumers Mintel's research is talking about. New Balance rose quickly starting in the mid-1990s to be the third-largest seller of athletic shoes. Its strategy mirrored Nike's in launching the largest possible number of shoe styles and selling primarily through specialty athletic shoe stores and sporting goods stores. A big difference, however, was that New Balance created an upscale brand image that aimed to attract a greater number of 35- to 64-year-olds. Times are changing, however, and New Balance is learning that it must also change to keep improving its market growth and profits.

The Marketing Research Decision

1. New Balance would like to determine consumer preferences for its brand as compared to Nike, Reebok, and Adidas. Which scaling technique should be used ?
 2. Discuss the role of the type of scaling technique you recommend in enabling Jim Davis to determine consumer preferences for New Balance as compared to Nike, Reebok, and Adidas and increase the market share of New Balance.
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