



**Second Semester M.B.A. (Day) Degree Examination, June/July 2012
(2007-08 Scheme)**

Management

Paper – 2.1 : RESEARCH METHODOLOGY AND TECHNICAL WRITING

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer **any six** of the following questions. **(6×2=12)**

- a) What is Research Problem ?
- b) Define Hypothesis.
- c) What is Scientific Research ?
- d) What is literature review ?
- e) Define Inductive approach.
- f) What is Focus group ?
- g) Define Business Research.
- h) What is operational definition ?

SECTION – B

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

2. Define research. Distinguish between Basic and Applied research.
3. You are working on a consumer perception study of four brands of bicycles. You will need to develop measurement questions and scales to accomplish the task listed below. Be sure to explain which data levels (nominal, ordinal, interval, ratio) are appropriate and which quantitative techniques you will use.

Provide a comparison of the brands for each of the following dimensions :

- 1) Styling
- 2) Durability
- 3) Gear quality
- 4) Brand image.

P.T.O.



4. Briefly explain the content of good research report.
5. Define sampling explain different types of sampling method.
6. Briefly explain the research process.

SECTION - C

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

(2x12=24)

7. Distinguish between Explanatory and Conclusive Research Design.
8. Write short notes on :
 - 1) Type I and Type II error
 - 2) Comparative Scaling Techniques.
9. An automobile company gives you the following information about age group and the liking for particular model of car which it plans to introduce.

Persons who :	Below 20	20 - 39	40 - 59	60 and above	Total
Liked the car	140	80	40	20	280
Disliked the car	60	50	30	80	220
Total	200	130	70	100	500

On the basis of this data can it be concluded that the model appeal is independent of the age group (given for $v = 3$, $\chi^2_{0.05} = 7.815$) ?



These factors are expected to limit this brand to be a niche player. But in order to make it a fulfilled brand and to make it in a profitable proposition it needs serious efforts to promote this brand and position it as a premium drinks. The positivity that Appy can ride is on the health factor too in comparison with the other soft drinks. Again, another advantages of this brand is the golden color of the drink, which makes it an ideal party drink as a welcome drink or a drink for 'tea totallers'. The product has a shelf life of one year, but once opened, this has to be stored under refrigeration and used within six days. The brand will succeed if it can win the confidence of the targeted group and with the current promotions, customers will give it a try. The management of Parle Agro is very much worried about their product's success in the market. To know the customers's expectation, the team wanted to go for a market research and you have been appointed as the project co-ordinator of this research project. Considering the above facts, answer.

Questions :

- 1) What would have been your research design ?
- 2) What methods of data collection would have been used by you ?
- 3) What would have been the questionnaire used by you for the survey ?