USN ☐☐☐☐☐☐☐☐☐☐

18MBA23

Second Semester MBA Degree Examination, Aug./Sept.2020
Research Methodology

Time: 3 hrs.

Max. Marks:100

Note: 1. *Answer any Four questions from Q.No. 1 to Q.No. 7.*
2. *Question No. 8 is compulsory.*

1
a. Give the meaning of Research. **(03 Marks)**
b. Distinguish between Research methods and Research Methodology. **(07 Marks)**
c. Discuss the Research Process in detail. **(10 Marks)**

2
a. What do you understand by the term "Research Design"? **(03 Marks)**
b. Write a note on four types of measurement scales. **(07 Marks)**
c. Discuss the different types of probability and non – probability sampling. **(10 Marks)**

3
a. What do you understand by the term "Hypothesis"? **(03 Marks)**
b. Explain the steps in data presentation. **(07 Marks)**
c. Discuss the significance of a research report and explain the various components of a report. **(10 Marks)**

4
a. What is Data Analysis? **(03 Marks)**
b. Explain the difference between Primary and Secondary data. **(07 Marks)**
c. Describe the steps involved in developing a "Research Proposal". **(10 Marks)**

5
a. Mention any 3 objectives of Research. **(03 Marks)**
b. Murugan's Restaurant near the railway station at Chennai has been having an average sales of 500 coffee cups per day. Because of the development of Metro station nearby, it expects to increase its sales. During the first 12 days after the start of the metro station, the daily sales was as shown in the table.

550	570	490	615	505	580	570	460	600	580	530	526

On the basis of the sample information given, can you conclude that Murugen's Restaurant's sales have increased. [Given to value at $\alpha = 0.05$, df $= 11$, t $= 1.796$]. **(07 Marks)**
c. Examine the procedure for hypothesis testing. **(10 Marks)**

6
a. What is "Sampling Error"? **(03 Marks)**
b. Explain how Exploratory Research design differs from Descriptive Research design. **(07 Marks)**
c. Design a questionnaire consisting of about 12 – 15 questions for a Pharmaceutical manufacture who has launched a new vaccine for Dengue in the market , 6 months back. The survey is intended for doctors , across India. There are 2 other brands Y and Z in the market by the competitors. The company wants to know doctor's perception of the price, efficiency and the side effects of the 3 vaccine brands. The company also wants to know the consumer's perception about the brand (through doctors). **(10 Marks)**

7
a. What do you understand by the term "Multidimensional Scaling"? **(03 Marks)**
b. Elucidate different types of observation methods. **(07 Marks)**
c. Briefly explain the classifications of experimental designs. **(10 Marks)**

8 **CASE STUDY** :

   A Company is engaged in the manufacture of "Ready to Eat" foods. The company accounted for about 10% of the market shares in Idli/Dosa mix, which is its main product. However, the company has been facing stiff competition from a competing brand in the last six months, resulting in gradual decline in sales volume. The company is very much concerned with this and after series of meetings , the board of director decide to hire an external agency to conduct a systematic study and analyse the situation.
As a marketing consultant of the external agency :

a. Write the problem statement.   (05 Marks)
b. Define the Research objectives.   (05 Marks)
c. What type of Research Design and sampling techniques would you adopt and why?
                                                                                  (05 Marks)
d. Which is the method of data collection you would select and why?   (05 Marks)

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