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20MBA23

Second Semester MBA Degree Examination, July/August 2022
Research Methodology

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No.8 is compulsory.

- 1 a. What is Business Research? (03 Marks)
b. Describe the features of a good research study. (07 Marks)
c. Explain the steps involved in the process of a research with neat diagram. (10 Marks)
- 2 a. Define quota sampling. (03 Marks)
b. Discuss the methods of exploratory research design. (07 Marks)
c. What is Questionnaire? Explain the process of designing questionnaire. (10 Marks)
- 3 a. What are Projective Techniques? (03 Marks)
b. Briefly explain the steps involved in data analysis. (07 Marks)
c. Discuss the different types of experimental designs. (10 Marks)
- 4 a. What is Pivot table? (03 Marks)
b. Explain the different types of scaling techniques. (07 Marks)
c. Explain the types of probability sampling method with examples. (10 Marks)
- 5 a. Define Hypothesis. (03 Marks)
b. Describe the errors in sampling. (07 Marks)
c. What is primary data? Briefly explain the methods used for collection of primary data. (10 Marks)
- 6 a. What are Extraneous Variables? (03 Marks)
b. Describe the various research applications in business decisions. (07 Marks)
c. Explain the types of search reports. (10 Marks)
- 7 a. Define conditional formatting. (03 Marks)
b. What is Secondary Data? Briefly explain the advantages and disadvantages. (07 Marks)
c. What is Research Design? Briefly explain the types of Research Designs. (10 Marks)

8 CASE STUDY :

SLR company is a leading manufacture of Leather consumer products. The products are shoes, leather hand bags, purses and belts. The company accounted for about 10% of the market share in shoes, which is its main product. Since last year, the SLR company has been facing stiff competition from another firm which has come up recently in the city. This is reflecting in the declining monthly sales. The company is concerned over this development and would like to regain its hold over the shoe market.

At a recent meeting of the Board of directors, a decision was taken in favour of a systematic study by an outside expert agency. As a marketing consultant for the expert agency, how would you answer the following questions?

- a. What is the main research problem involved in given case? Explain briefly. (05 Marks)
- b. What kind of research approach would you adopt and why? (05 Marks)
- c. Which method of data collection would you select and why? (05 Marks)
- d. Briefly explain the search methodology design you would adopt in the study and how? (05 Marks)
