

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,  
Vidyavihar, Mumbai- 400077  
Program: PGDM A & B (2018-19)  
Subject: Business Research**

Maximum Marks: 50

**Duration: 3 hours**

**Date: 8<sup>th</sup> January 2018**

**Case – JP Morgan Chase: Chasing Growth through Mergers and Acquisitions-**

JP Morgan Chase is a leading global financial services firm that provides broad range investment banking, financial services for consumers, small business and commercial banking, financial transactions processing, assets management, and private equity services. As of 2009, JP Morgan Chase operates in more than 60 countries with more than 200,000 employees. JP Morgan Chase serves millions of U.S. consumers and many of the worlds most prominent corporate.

The acquisitions of other companies is one of the primary methods that JP Morgan has used to grow its numbers and can be considered a strength in regards to how these mergers have combined to give rise to a board range of commercial and investment banking capabilities.

In order to sustain growth that is so important in its strategic and long-term plans, JP Morgan Chase conducted a study to understand its consumers, their lifestyles, and potentials for customer segmentation in terms of investment products and service needs. The questionnaire used to collect the data and the data file is provided to solve the following questions? (Questionnaire attached)

- a) Do the male and females differ in their decision making approach (Q6a to Q6d)?  
Formulates the null and alternative hypothesis and conduct the appropriate test?
- b) Is “the performance of investments with this provider” (Q1\_a) is different than  
“online services offered “(Q1\_e)? Formulates the null and alternative hypothesis  
and conduct the appropriate test?
- c) Do the employees retirement status is differing in their decision making approach  
(Q6a to Q6d)?
- d) Can the likelihood of “recommend your primary provider to someone you know”  
(Q2) having any relationship by the rating of the financial provider (Q6\_a to  
Q6\_d)?
- e) Can the likelihood of “recommend your primary provider to someone you know”  
(Q2) having any Impact to the rating of the financial provider (Q6\_a to Q6\_d)?

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