

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: PGDM EXEC SEM-II

(Batch -2018-2019)

Subject: Problem definition and data analysis

Maximum Marks: 50

Date: 20th March 2019

Duration: 3

hours

Note:

1. Assumptions, if any, must be specified.
2. Answer all the questions in the given supplement.
3. Each question carries equal marks.

Q1. “Secondary data functions as first line of attack”, elaborate. What are the sources of secondary data? Identify some typical research objectives for secondary-data studies. (10 M)

Q2. What is sampling and sampling design? Elaborate with an example any three probability sampling types.

Q3. Create an Event feedback survey form.

(Assumptions should be mentioned)

Q4. What are the do's and don'ts of a questionnaire?

Q5. Interpret the following output specifying research problem.

Case: The following data is from the experiment designed to investigate the perception of corporate ethical values among individuals specializing in marketing (higher score indicates higher ethical value).

At alpha equals 0.05 following output is generated.

Marketing managers	Marketing Research	Advertising
6	5	6
5	5	7
4	4	6
5	4	5
6	5	6
4	4	6

Anova:
SingleFactor

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Marketing managers	6	30	5	0.8
Marketing Research	6	27	4.5	0.3
Advertising	6	36	6	0.4

ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	7	2	3.5	7	0.007124	3.68232
Within Groups	7.5	15	0.5			
Total	14.5	17				