

K. J. Somaiya Institute of Management Studies and Research

Program: PGDM-FS Trimester III

**Subject: Business Research Methods
(End Term Examination)**

Maximum Marks: 50
Duration: 3 hours

Date: 27th March, 2017

Notes:

- 1. Work on the SPSS file labeled with your roll no. ONLY.**
- 2. You have to attempt 5 questions in all. Question no. 7 is compulsory. Attempt any 4 questions out of remaining 6.**
- 3. Prepare a word document.**
- 4. Make suitable assumptions if required and state them.**
- 5. Keep saving your files every ten minutes or so.**
- 6. Name the folder consisting of Word document, SPSS output file with your roll number and names. Finally, transfer your folder to an exam folder, as per on-the-spot instructions given to you.**

1. JPMorgan Chase: Chasing Growth Through Mergers and Acquisitions

JPMorgan Chase is a leading global financial services firm that provides broad-range investment banking, financial services for consumers, small business and commercial banking, financial transaction processing, asset management, and private equity services. As of 2009, JPMorgan Chase operates in more than 60 countries with more than 2,00,000 employees. JPMorgan Chase serves millions of U.S. consumers and many of the world's most prominent corporate, institutional, and government clients. JPMorgan Chase is a component of the Dow Jones Industrial Average.

With more than \$2.3 trillion in assets, JPMorgan Chase is one of the largest banks in the United States. The company is not only doing well currently, but also has a promising future.

The acquisition of other companies is one of the primary methods that JPMorgan has used to grow its numbers and can be considered a strength in regard to how numerous mergers from the year 1991 to 2008 have combined to give rise to a broad range of commercial and investment banking capabilities.

JPMorgan achieved its best overall ranking ever in the 2008 *Institutional Investor* magazine's annual survey of U.S. equity analysts. The firm captured 38 spots – the most ever for JPMorgan – placing the team second overall in the survey, up from fourth place in 2007. One noteworthy ranking is that JPMorgan ranked #1 with their top 150 priority clients for the second year in a row.

In order to sustain growth that is so important in its strategic and long-term plans, JPMorgan Chase conducted a study to understand its consumers, their lifestyles, and potential for customer segmentation in terms of investment products and service needs. The questionnaire used is as follows. The outputs and the analyses of this study should help JPMorgan Chase carve its growth plan and its successful implementation.

Questionnaire

The survey asks some questions about financial services, i.e., about investments and banking. The primary financial services provider (company) is where you have the largest portion of your household's investments and savings/checking assets.

Your co-operation in answering these questions is greatly appreciated.

1. If you were selecting a primary financial provider (company) today, how important would each of the following be to you? 5 = 'Extremely Important', 4 = 'Very Important', 3 = 'Somewhat Important', 2 = 'Somewhat Unimportant', 1 = 'Not Important At All'

	5	4	3	2	1
a. Performance of investments with this provider					
b. Fees or commissions charged					
c. Depth of products and services to meet the range of your investment needs					
d. Ability to resolve problems					
e. Online services offered					
f. Multiple providers' products to choose from					
g. Quality of advice					
h. Knowledge of representatives or advisors you deal with					
i. Representative knowing your overall situation and needs					
j. Access to other professional resources					
k. Degree to which my provider knows me					
l. Quality of service					

2. How likely are you to recommend your primary provider to someone you know?

Extremely Likely Very Likely Somewhat Likely Somewhat Unlikely Very Unlikely

5 4 3 2 1

3. How likely is it that you will continue to use your primary provider at least at the same level as up to now?

Extremely Likely Very Likely Somewhat Likely Somewhat Unlikely Very Unlikely

5 4 3 2 1

4. How likely is it that you or your household will drop or replace your primary provider?

Extremely Likely Very Likely Somewhat Likely Somewhat Unlikely Very Unlikely
 5 4 3 2 1

5. How would you rate the advantage to you of using your primary provider rather than other financial services providers?

Very Big Big Some Slight None
 5 4 3 2 1

6. How would you rate the following elements of your primary financial provider (company)? If it is not applicable, select “NA”.

6 = ‘Excellent’, 5 = ‘Very Good’, 4 = ‘Good’, 3 = ‘Fair’, 2 = ‘Poor’, 1 = ‘NA’

	6	5	4	3	2	1
a. Overall satisfaction with primary provider						
b. Performance of investments with this provider						
c. Fees or commissions charged						
d. Depth of products and services to meet the range of your investments needs						
e. Ability to resolve problems						
f. Online services offered						
g. Multiple providers’ products to choose from						
h. Quality of advice						
i. Knowledge of representatives or advisors you deal with						
j. Representative knowing your overall situation and needs						
k. Access to other professional resources						
l. Degree to which my provider knows me						
m. Quality of service						

7. During the past 12 months, have you or anyone in the household switched some assets (other than checking account assets) from one investment/savings provider to another?

1. Yes 2. No

8. The following are some different approaches you and/or your household might take regarding advice and investment decision making. For the majority of your assets, which ONE of these approaches (1-4) best describes your preferred approach?

1. Using a variety of online or offline information sources, you make your own investment decisions without the assistance of an investment professional or advisor.
2. Using a variety of online or offline information sources, you make most of your own

investment decisions but use an investment professional or advisor for specialized needs only (e.g., alternative investments or tax advice).

3. You regularly consult with an investment professional or advisor and you may also get additional information yourself, but you make most of the final decisions.
4. You rely upon an investment professional or advisor to make most or all your investment decisions.

9. What is your age?

Age: _____ Years

10. Gender

1. Male
2. Female

11. Marital Status

1. Now Married
2. Widowed
3. Divorced
4. Separated
5. Single, Never Married
6. Living Together, Not Married

12. How many people in your household are dependent children? _____ In no.

13. For the Investment Decision Making type of financial transaction in your household, please indicate who is primarily responsible, or if the responsibilities are shared.

1. Male Head of Household
2. Female Head of Household
3. Shared Equally

14. What is the highest level of education you have completed?

1. Some High School
2. High School Graduate
3. Vocational or Technical School/Apprenticeship
4. Some College
5. College Graduate
6. Some Graduate School
7. Master's Degree
8. Law School Graduate
9. Dental/Medical School Graduate
10. Doctorate

15. What is your retirement status?

1. Retired
2. Semi-Retired
3. Not Retired

The data for 500 respondents is provided in **SPSS File *JPMorgan Chase_Roll No. #.***

Question no. 7 is compulsory. Attempt any 4 questions out of remaining 6:

1. Carry out univariate analysis to understand:
 - a. Different approaches taken regarding advice and investment decision making (Ques 8).
 - b. Who primarily takes responsibility when it comes to taking investment decisions (Ques 13).
2. Are the investment decision making approaches (Ques 8) related to the gender (Ques 10)? Also test the association of this relationship.
3. Is “the performance of investments with this provider” (Ques 1_a) more important than “online services offered” (Ques 1_e)? Formulate the null and alternative hypotheses and conduct an appropriate test.
4. Identify the perception of likelihood of “recommend your primary provider to someone you know” (Ques 2).
5. Identify the difference in the average perception of males and females (Ques 10) with respect to likelihood of “recommend your primary provider to someone you know” (Ques 2).
6. Is likelihood of “recommend your primary provider to someone you know” (Ques 2) independent of “Who primarily takes responsibility when it comes to taking investment decisions” (Ques 13)?
7. Are the likelihood of “recommend your primary provider to someone you know” (Ques 2) and likelihood of “dropping or replacing your primary provider” (Ques 4) related? Considering Ques 2 as dependent variable and Ques 4 as independent variable run the regression analysis and fit the model.

OR

Can the importance variables (Ques 1_a through Ques 1_l) be represented by a reduced set of factors? Conduct a factor analysis to extract these factors.

* _____ *

