K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: PGDM (IB) SEM-II

(Batch -2018-2020)

Subject: Business Research

Maximum Marks: 50   Date: 12th Jan 2019   Duration: 3 hours

Note:

1. Assumptions, if any, must be specified.
2. Answer all the questions in the word document
3. Save the word document as PGIB_ Roll number

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. (5 M)

Q2.   Explain any four types of attitude measurement scales, with two examples each. (5 M)

Q3.a.   A research was conducted to study the makeover of Wendy's Restaurant. The main room had bright lights and loud music. In a separate room, the renovation brought in plants, paintings, indirect lighting and white tablecloths and candles on the tables. The amount of time a random sample of patrons spent in the restaurants for each room was recorded. Is there an enough evidence to infer that there is a difference in the time spent in these two setups? **Refer Excel- time (10M)**

Q.3. b. In the above study customers were also asked how likely they would return to the restaurants (2=likely, 1= unlikely). Is there significant difference in the likeliness of the return? **Refer Excel –Likeliness (5 M)**

Q4. Where should Chinchilla Motor Inn locate a new motel? **Refer Excel- Chinchilla** (15 M)

Several possible predictors of profitability were identified, and data is collected. It is believed that Profit (y) is dependent upon these factors:

x_1 = Total motel and hotel rooms within 3 mile radius

x_2 = Number of miles to closest competition

x_3 = Volume of office space in surrounding community

x_4 = College and university student numbers in community

x_5 = Median household income in community

x_6 = Distance (in miles) to the downtown core.

Run multiple regressions, interpret slopes.

Predict the operating margin if a Chinchilla Inn is built at a location where,

1. There are 3815 rooms within 3 miles of the site.
2. The closest other hotel or motel is .9 miles away.
3. The amount of office space is 476,000 square feet.
4. There is one college and one university nearby with a total enrollment of 24,500 students.
5. Census data indicates the median household income in the area (rounded to the nearest thousand) is $35,000, and,
6. The distance to the downtown center is11.2 miles

Q.5.

a. **Refer to Internet-usage.sav file**, and find out association between any two relevant variables. (5 M)
b. If error of estimation is ₹200, at 98% confidence level what would be the sample size if Population standard deviation is ₹ 1000? (5 M)