

K. J. Somaiya Institute of Management Studies and Research

Program: MHRDM Semester- IV (2017-20)

Subject: Business Research Methods
(EndTerm Examination)

Maximum marks: 50

Date: 08-04-2019

Duration: 3hours

Notes:

1. You have to attempt 5 questions in all.
2. Make suitable assumptions if required and state them.
3. Statistical tables are available on demand

1. A leading hotel in the city wants to conduct the guest satisfaction survey.' (10)
 - i) Suggest the kind of research design the manager should use, giving rationale.
 - ii) Generate the research questions for the study,
 - iii) Suggest appropriate statistical technique for analysis, giving reasons.
2. 'A senior design engineer of leading automobile company wishes to identify meaningful design changes to be integrated on the luxury edition of 2019 model (10)
 - i) Suggest the research design, giving reasons.
 - ii) Design the sampling plan.
 - iii) Which statistical technique would be most appropriate? Justify.
3. 'Students of a B-School suggested the Director that the canteen services be provided on the campus. The Director in turn asked the students to conduct research & present the recommendations to him.' (10)
 - i) Mention any three research objectives,
 - ii) Develop the questionnaire to satisfy the information needs,
 - iii) Suggest the sampling technique to be used giving the advantages of the technique you would use.
4. 1000 students at college level are graded according to their IQ and their economic

conditions. Use χ^2 tests and find out whether there is any association between economic conditions & IQ.

(10)

EC \ IQ	High	Medium	Low	Total
Rich	160	300	140	600
Poor	140	100	160	400
Total	300	400	300	1000

5. Two samples are drawn from 2 normal populations .From the given data test whether the 2 samples have same variance at 5% level (10)

Sample1: 60 65 71 74 76 82 85 87
 Sample2: 61 66 67 85 78 63 85 86 88 91

(for 9,7 df, $F_{0.05}=3.68$)

6. A sample of 500 people from a village in Rajasthan 280 are found to be rice eaters and the rest wheat eaters. Can we assume that both the food articles are equally populated? (10)

7. Intelligence test of two groups of boys & girls gave the following results

	Mean	SD	NO.
Girls	75	15	150
Boys	70	20	250

Is there a significant difference in the mean scores obtained by the boys & girls? (10)

8. Write short notes on any three of the following (10)

- a) Primary and secondary data
- b) Importance of review of literature.
- c) Cluster sampling
- d) Non probability and probability sampling
- e) **Systematic sampling**