

K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

**MIM – III Sem.(2017-20 Batch)
Sub: Business Research Methods
(End Term Exam.)**

Total: 50 marks

Time: 3 Hrs.

22/11/2018

Part A: Attempt all questions

- 1) A study was conducted to see whether there was any significant difference between 3 versions of an advertisement and also whether the magazine where the advertisement was released has any impact on customer preference. 6 different magazines were considered.

The ANOVA output is as follows:

| Source | SS | dof | MS | F value | Sig of F |
|----------|-------|-----|----|---------|----------|
| Advt | 7 | ? | ? | ? | 0.005 |
| Magazine | 25.83 | ? | ? | ? | 0.000 |
| Residual | 3.67 | ? | ? | | |
| Total | 36.5 | 17 | | | |

Fill in the figures marked ‘?’. State the Null hypothesis and interpret the result of the analysis

(15 marks)

- 2) Suresh is the Marketing Manager of ABC Ltd. He has just reviewed the quarterly sales figures ; and is very concerned at the steep decline in the product’s market share in the Eastern region. One of his colleagues suggests that they design a questionnaire and do a survey to diagnose the problem. However, Rajesh is not so sure that jumping from the problem symptom to the survey is a good idea.

You are asked to advise Rajesh on the various steps required to conduct a research project. What would you advise?

(15 Marks)

Part B: attempt any 3 questions

- 3) The HR head of a firm is interested in measuring the attitudes of the employees to a new incentive scheme the firm has announced. He realizes that there are many scales that he can use for this measurement.

Describe each of the following scales and give an example of a question in each scale with respect to the research problem mentioned above.

- i) Nominal Scale
 - ii) Semantic differential Scale
 - iii) Ordinal scale
 - iv) Multiple choice-multiple response scale 5 marks
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- 4) What is the difference between a Cross sectional and Longitudinal research design? Explain with examples 5 marks
 - 5) What are some key points which we must keep in mind while designing questionnaires for a survey? 5 marks
 - 6) Explain a business situation where multiple regression analysis can be used. 5 marks
 - 7) What is the purpose of a Control Group in experimental designs? 5 marks
