

Program: PGDM-IB (Batch -2017-2019), End Term Exam paper, Subject: Business Research

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: PGDM IB SEM-II

(Batch -2017-2019)

Subject: Business Research

Maximum Marks: 50

Date: 3rd Jan 2018
hours

Duration: 3

Note:

1. Assumptions, if any, must be specified.
2. All the answers need to be reported only in the answer sheet.

SECTION A (Attempt any 4 questions, each question carries 8 marks)

- Q1. What is Business Research? Explain types of research with suitable example.
- Q2. "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.
- Q3. Explain any four types of attitude measurement scales, with two examples each.
- Q4. What is sampling and sampling design? Elaborate with examples any three non-probability sampling types.
- Q5. The owner of a pharmacy outlet wants to determine what proportion of people who enter his shop are his regular customers. What size sample should he take so that at 97% confidence level the margin of error will not be more than 0.1?

SECTION B (Attempt any 2 questions, each question carries 9 Marks)

Read the Comprehensive Dell case carefully and answer the following question.

- Q7. Is overall satisfaction explained in terms of q8_1 q8_3 q8_4 q8_5 q8_11 q8_13?
- Q8. Recode one of the demographic variable and Perform ANOVA with Q4 and Q5.
- Q9. Recode Q6 into two groups. Definitely would choose Dell (rating of 1) and would or less likely to choose Dell (rating of 2, 3 4 and 5). Cross tab Recoded Q6 with Q11 and Q14 separately.