K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,

Vidyavihar, Mumbai- 400077

Program: *PGDM RM (Batch 2017-19), Trimester -II*

Subject: Business Research Method

(End Term Examination)

Maximum Marks: 50

Duration: 3 hours   **Date: 3ʳᵈ   Jan. 2018**

Instructions

1. **All Questions are compulsory.**

2. **Prepare a word document.**

Case – Purchase of Tata Nano Cars in India-

As part of the Tata Group, Tata Motors has been a strong part of the Indian history. With many successful launches of both commercial and passenger vehicles such as Tata 407s, Tata Sumo and Tata Indica, Tata Motors finally decided to launch a passenger vehicle that will set a new trend of "Easily Affordable" passenger vehicle – **The Nano**. Tata Nano was launched in India, targeting the families who use bikes as a form of travel. It was designed to allow the families to have a more comfortable, safe means of travel. Price was also a factor in the development of the car and it was supposed to be the most affordable car in the world. It was supposed to have a price tag of one Lakh Rupees.

A study was conducted on 200 two-wheeler owners in the National Capital Region (NCR) to assess their purchase intention for the small car Nano from Tata Motors. Following are the questions used for the analysis.

Q1. Respondent ID

Q2. Indicate the extent to which these statements reflect your feelings about Nano Car

(1) Strongly Agree (2) Agree (3) No Opinion (4) Disagree (5) Strongly Disagree
- (i)   I think in India we have been able to achieve technological standard of high order
- (ii)   I prefer to buy things made in India
- (iii)   I usually buy things which provide value for money.
- (iv)   Convenience is more important than style
- (v)   I do not like wasteful expenditure.
- (vi)   When it comes to safety I believe there should be no compromises
- (vii)   I am a saver rather than a spender.

    (viii)   I like to try new and different things

    (ix)   I always want to be a part of changing world

    (x)   In the near future I would like to purchase a Nano Car

Q3. Occupation

    (1) Government   (2) Private   (3) Self-employed

Q4. Family Monthly Household Income

    (1) < 1 Lakh   (2) 1-1.5 Lakh   (3) 1.6 – 2 Lakh   (4) > 2 lakh

Q5. Family Size

    (1) One to Two   (2) Three to Five   (3) Six and More

Q6. Marital Status

    (1) Married   (2) Single

Q7. Education

    (1) 10th Grade   (2) 12th Grade   (3) Graduation   (4) Post Graduate and above

Q8. Age Group

    (1) 21-30 Years   (2) 31-40 Years   (3) 41-50 Years   (4) > 50 Years

Q9. Nature of Job

    (1) Desk Job   (2) Travelling   (3) Both

Case Analysis Questions -

Question 1- Identify the difference in the average perception of Married and Single respondents with respect to "I prefer to buy things made in India" and "I usually buy things which provide value for money"

Question 2 – Identify the difference in the average perception for the factor "I like to try new and different things" with respect to Education?

Question 3 - Identify the relationship between Q2 (x) with respect to Q2 (i) to Q2 (ix).

Question 4- estimate the impact on Q2 (x) with respect to Q2 (i) to Q2 (ix).

Question5. Identify the association between Education and Nature of Job.