

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**MBA Winter 2018 - 19 Examination**

**Semester: 2****Date: 14/12/2018****Subject Code: 06200155****Time: 10:30 am to 1:00 pm****Subject Name: Research Methodology****Total Marks: 60****Instructions**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

**Q.1 Do as Directed.****A. Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (05)**

1. A hypothesis is:
  - a. A statement of the aims of an investigation
  - b. The methodical evaluation of research evidence
  - c. A statement which serves as the basis for future investigation
  - d. All of these
2. \_\_\_\_ is a statistical index which describes the degree and direction of the relationship between two characteristics or variables.
  - a. Probability
  - b. Correlation
  - c. Correlation
  - d. T-Test
3. What purpose do clearly stated aims serve?
  - a. Aims state clearly what the research intends to contribute and justifies the research being carried out
  - b. Aims state clearly in detail how research will be done and justify why research is being carried out
  - c. Aims state clearly what the research intends to contribute and details how the research will be done
  - d. Aims state clearly how the research will be done and what conclusions are expected
4. What type of study means comparison of likeness and differences among phenomena to find out factors which seem to accompany or contribute to the occurrence of certain events?
  - a. A correlation study
  - b. An experimental study
  - c. A causal comparative study
  - d. An ex post-facto study
5. Which one of the following is not called a demerit of a sample?
  - a. Less accuracy
  - b. Misleading conclusion
  - c. High reliability
  - d. Requires specialised training

**B. Define the following. (Each of 1 mark) (05)**

1. Qualitative Research
2. Probabilistic Sampling
3. Analysis of Variance (ANOVA)
4. Focus Group Discussion (FGD)
5. Validity

**C. Direct Questions (Each of one mark) (05)**

1. Type I and Type II error
2. T-test
3. Degrees of Freedom
4. Likert Scale
5. Exploratory Research

**Q.2. Answer the following questions:**

- A. Explain the marketing research process with an example of your choice. (07)  
B. What is a scale? Explain different types of scales with examples. (08)

**Q.3. Answer the following questions:**

1. What is the different Hypothesis in Hypothesis Testing? Give a brief account of Research Hypothesis Testing. (07)  
2. Discuss Validity and Reliability in evaluating Scales and their Measurements. (08)

**Q.4. Answer the following questions:**

1. Explain data collection process in detail. (15)  
2. Write short note on Chi-Square and In-Depth Interview.

**OR**

**Q. 4. Read the case-let and answer question. (15)**

Bata, slogan for India division states: “Over 75 Years Old and Still Running Strong”! Some consumers perceive Bata to be an Indian brand. This perception is developed due to the glocalized strategy that the brand has successfully adopted. The brand is originally from Zlín, Austria-Hungary and it was founded Tomáš Baťa (Thomas Bata) in 1894. In India, the brand started the operation in 1931 and initiated first manufacturing plant in 1936 at Batanagar. Bata owns several brands but now it has a headquarter in Lausanne, Switzerland. Brand has business operations divided in three categories: 1. Bata Europe that is headquartered in Italy 2. Bata Emerging Markets focused on Latin America, Asia, and Africa, it is headquartered in Singapore and 3. Bata Protective that deals in B2B operations worldwide.

In India, Bata manages business under these major brand names: Bata, North Star, Weinbrenner, Hush Puppies, Verlon and Sparx. Indian foot ware industry is estimated to have market size of INR 160 billion and Bata has about 12% of market share in the organized segment. It sells over 50 million pairs each year with over 1250 retail stores all across the nation. Mr. Anjanay Shrivastav, HR Manager of Bata explains about why the brand is perceived to be so Indian, “Bata offers products in almost every price range which creates mass appeal. Brand positioning of Bata is carefully crafted and painstakingly embedded as a value proposition in the mind of consumers for generations.” Bata has always emphasized on consistent quality of product and word of mouth to maintain its market but still the brand is perceived as “old fashioned”. Moreover, the brand has been observing drop in sales at an increasing compound rate.

The CEO has issued a Memo with budget of INR 5 million towards Research Head. As a Research Head of the Bata, you are requested to discuss (a) different types of research that exists and (b) formulate appropriate Research Design. You may make appropriate assumptions where necessary.