

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Winter 2017 - 18 Examination

Semester: 2
Subject Code: 06200155
Subject Name: Research Methodology

Date: 16/01/2018
Time: 02:00 pm to 04:30 pm
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. The Nielsen Television Index is a set of information of known commercial value that is provided to multiple clients on a subscription basis. The Nielsen Index is an example of _____.
 - a) syndicated services
 - b) customized services
 - c) standardized services
 - d) analytical services
2. _____ is an unstructured, exploratory research methodology based on small samples intended to provide insight and understanding of the problem setting.
 - a) Primary research
 - b) Qualitative research
 - c) Secondary research
 - d) Quantitative research
3. Which of the objectives below would best represent conclusive research?
 - a) Describe market characteristics or functions.
 - b) Determine cause and effect relationships.
 - c) Provide insights and understanding.
 - d) Test specific hypotheses and examine relationships.
4. A _____ is a seven point rating scale with endpoints associated with bi-polar labels that have semantic meaning.
 - a) semantic differential scale
 - b) Likert scale
 - c) continuous rating scale
 - d) Stapel Scale
5. _____ refer to open-ended questions that respondents answer in their own words.
 - a) Dichotomous questions
 - b) Structured questions
 - c) Unstructured questions
 - d) Branching questions

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

1. Cross sectional research
2. Primary vs secondary data
3. Snowball sampling
4. Depth interviews
5. Sampling frame

C).Direct questions. (Each of 1 mark) (05)

1. Causal research
2. Likert scale
3. Double barreled questions
4. Simple random sampling
5. Confidence level

Q.2 Answer the following questions.

- A). Explain the steps of hypothesis testing (07)
- B). Explain how validity is measured with the help of types of validity (08)

Q.3 Answer the following questions.

- A). Explain and illustrate the classification of marketing research. (07)
- B). Describe the rationale for the steps involved in the marketing research process. (08)

Q.4 Attempt any two questions. (Each of 7.5 mark) (15)

1. As a marketing researcher, persuade your client not to bypass quantitative research once the qualitative research has been conducted by explaining the difference between the qualitative and quantitative research and how the research outcomes can be enhanced by supplementing a quantitative research along with the qualitative research
2. Over the last decade, recycling of household waste has become an extremely important behaviour across the nations. However in Asian countries this fluctuates from one country to the other. China is the leader amongst waste management while India, an equally large country, still has a long way to go.

Punita Nagarajan, a business studies graduate with a keen interest in environmental issues, read about this in a special report in the newspaper. She recognized a potential business opportunity. It seemed obvious to her that there was scope for a potentially lucrative business related to some aspect of household recycling. All she had to do was work out some way to alleviating the inconvenience people associated with recycling.

Punita decided that a door – to – door recycling service may be a profitable way to get people to recycle. She believed that households would be willing to pay a small fee to have their waste collected on a weekly basis, from outside their home. Punita discussed this idea with a few friends, who were very receptive, reinforcing Punita's views that this was indeed a good business opportunity. However, before she developed a detailed business plan, she decided it was necessary to confirm her thoughts and suspicions regarding the consumers' views about recycling. In particular, she needed to check that her ideas, about convenience and recycling, were on right track. To do this, she decided to conduct some research into attitudes towards household recycling.

Questions:

1. What kind of research design you would advocate here?
2. Identify your variables and population under study.
3. Distinguish between the marketing research problem and management decision problem. Frame the RESEARCH PROBLEM for the following management decision problem.
 - Should the price be cut in response to a price-cut by a competitor?
 - Should the product 'X' be introduced in the market?
 - What should be done to increase the relative market share of product 'Y'?
4. There is a residential locality where the resident comprises Hindus, Sikhs, Muslims, Jains and Christians. Researchers conduct survey to understand the food habits of the residents. Researches apply a sampling method where every fifth house is selected as sample. Which sampling method can be applied by the researcher? Critically examine sampling method in this situation applied by the researcher