MBA 2nd sem.

25 (2) RTTB 205 (N)

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RESEARCH TOOLS AND TECHNIQUES IN BUSINESS

Paper : 205

(New Syllabus)

Full Marks : 70

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

Answer *any* **five** questions

1. Lack of proper segmentation of the automobile market resulted in most cars being launched in the mid-size segment. Soon, the mid-size segment was choked with cars like Daewoo's Cielo, Opel's Astra and Ford's Escort among others. The mid-size segment is a niche market, but there were few takers here. Today, most of these companies are unable to achieve even 25 to 30 percent of their target and have landed up with heavy inventory. Now they are forced to offer deep discount and resort to desperate sales. The Vice-President (operations) of an

Indian car company was not convinced by the published information. He wants a study on the Indian car market.

(a) Identify at least two research problems and objectives for his study.   4

(b) What are research hypotheses? Formulate two hypotheses for the above study. Also describe the tests that will be used for testing the hypotheses.   10

2. (a) What is descriptive research? How does the cross-sectional research design differ from the longitudinal design?   9

(b) Why is exploratory research often utilized in initial steps of the decision process? Cite examples.   5

3. The major Indian television manufacturing companies want to know their brand preferences over the brands offered by MNCs (namely Sony, Samsung and LG).

(a) Construct a semantic-differential scale to measure the brand preferences. Also discuss the issues involved in the construction of the scale.   7

(b) Can the output be analysed by using multidimensional scaling? Discuss the important statistics and the process of interpretation of multidimensional scaling analysis. You can illustrate your answer by taking hypothetical data.   7

4. (a) What guidelines are available for deciding on the form and layout of a questionnaire?   7

(b) What are the sources of error that can affect a research design? Why is it important to minimize total error rather than any particular source of error?   7

5. (a) (i) Define the meaning of analysis of variance.   3

(ii) What is the null hypothesis in one-way ANOVA? What basic statistic is used to test the null hypothesis in one-way ANOVA? How is this statistic computed?   4

(iii) Discuss the similarities and differences between ANOVA and multiple regression.   4

(iv) What are the commonly occurring dependent and independent variables in marketing applications of ANOVA?   3

Or

(b) (i) Explain how factor analysis is useful to a marketing manager.   4

(ii) Are there any independent and dependent variables in a factor analysis? Explain your answer.   3

(iii) Define the terms 'eigenvalue' and 'factor loadings'. How do you use the loadings in factor matrix to decide which variables are associated with which factors? Explain.

(iv) What hypothesis is examined by Bartlett's test of sphericity? What hypothesis is this test used?

6. (a) Explain briefly the different types of reports available for making marketing research project.

(b) Distinguish among judgmental, convenience and quota sampling techniques. Why are non-probability sampling techniques so often used in practice?

7. (a) Mr. Baruah was the director of student services in the business schools of a major university. He wanted to conduct a survey of both BBA and MBA students to determine their attitudes toward course offerings, counselling services and job opportunities. There were a total of 3000 BBA students and 700 MBA students in the business schools. All information regarding

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students academic performance and demographic profiles were available in the office.

(i) Which probability sampling technique should Mr. Baruah use for sample design? Justify.   3

(ii) Describe the procedure of simple random sampling.   4

(b) How does an experiment differ from surveys or observational studies? How does the researcher control the effects of extraneous variables?   7

Or

How does depth interview differ from the focus group method?

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