

Code No: MB1625/R16

MBA II Semester Supplementary Examinations, October-2021

BUSINESS RESEARCH METHODS

Time: 3 Hours

Max. Marks: 60

*Answer Any FIVE Questions
All Questions Carry Equal Marks
Question No. 8 is Compulsory*

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| 1. | a | Discuss the nature and importance of research? | 6M |
| | b | Explain the role of research in the current business scenario | 6M |
| 2. | a | Differentiate qualitative research vs quantitative research? | 4M |
| | b | Explain the different types of research? | 8M |
| 3. | a | Differentiate primary and secondary data? | 4M |
| | b | Discuss the different tools and techniques for collecting primary data? | 8M |
| 4. | a | What is Statistical Quality Control | 4M |
| | b | Discuss the role of p charts? | 8M |
| 5. | a | Define nature and importance of multivariate techniques? | 4M |
| | b | Discuss the different multivariate techniques? | 8M |
| 6. | a | What is questionnaire? Discuss the importance of a questionnaire? | 6M |
| | b | Discuss the steps involved in designing a questionnaire? | 6M |
| 7. | a | Discuss the concept of hypothesis? | 6M |
| | b | Explain the procedure for testing of hypothesis? | 6M |

8. Case study

12M

The primary benefit of staggering movie times is that it provides a steady flow of patrons into the theatre to purchase their refreshments before their particular movie starts .if all of the movies started at the same time or if only one or two screens were available then the concession stand would experience large amount of downtime while the movies were running and suffer a significant rush just before the movies started. Staggered times in multi-screen theaters allow the Concession stand to be staffed more consistently with fewer employees who experience a steady Flow of customers than would be necessary during a rush if all of the movies started at the same time. Secondly, an additional benefit of staggering movie time and keeping the flow of customers constant is that prepared foods will be fresher that if they had to be prepared in advance of a rush or have been sitting while a movie is running. All of these factors contribute to greater customer satisfaction (shorter wait, fresher food, etc.) with their overall theater experience.

I don't think movie going is often an impulse decision, so the main benefit to locating a multi-screen movie theater at a shopping mall is the increased exposure that the theatre will have to mall, patrons who may take note of what movies are showing and make plans to return to see a particular film. Also, if a patron shows up for showing of a film and finds it to be sold out having the shopping mall nearby may give them an alternate activity while they wait for the next showing.

- i. Which method of data collection is appropriate for the above case analysis?
- ii. What are benefits of the staggered movie times allowed by multiple screens?
