

Code No: MB1625/R16

MBA II Semester Supplementary Examinations, November-2020

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 | Distinguish between exploratory research and experimental research. Under which conditions experimental research is feasible? | 6M |
| | b | How is formulation and testing of hypotheses is critical for business research? Give suitable examples. | 6M |
| 2. | a | What are the constraints involved in social research? How can they be overcome? | 6M |
| | b | “There is always tradeoff between ethics and results in research” Comment. | 6M |
| 3. | a | “There is always a bias in favor of primary data”. Discuss the reasons with examples. | 6M |
| | b | “Non-random sampling does not give valid research results”. Do you agree? | 6M |
| 4. | a | Design a questionnaire for collecting data on group decision making process. What are the expected challenges in obtaining the expected output? | 6M |
| | b | What are the important principles of a good interview? How can we expect good research results out of interview method? | 6M |
| 5. | a | What are the limitations of non-parametric testing? How can they be overcome? | 6M |
| | b | What are the different tests of significance applicable for small samples? How can we improve the reliability of these tests? | 6M |
| 6. | a | Compare and contrast between different multivariate analysis techniques. Which is best suited for sales forecasting? | 6M |
| | b | Distinguish between one way classification and two way classification under ANOVA. | 6M |
| 7. | a | Compare and contrast between different techniques of SQC. Which one is best suited for Software Industry? | 6M |
| | b | Discuss the procedure for hypothesis testing. Which type of test is suitable for bank credit? | 6M |

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8. Case study

12M

Mustafa, a popular departmental store in Singapore with Indians (local as well as tourists and transit passengers), stocks over 100000 items, spread over 2 buildings with 4 floors each. The store has been popular stop over for the Indian transiting through Singapore for buying items like appliances, electronics, jewelry and gifts as the goods sold in the store cater to Indian requirements and also because the store takes care of the shipping the goods to India. Mustafa receives over 60% of its business from overseas visitors. With the emergence of the internet as an imminent force and inspired by the success of DELL and Amazon.com, Mustafa decided to move on to a transactional site where international visitors can browse through store catalogs and place orders in advance. Before venturing on to online order booking, the firm wanted to be sure that those who browse and place orders do visit the store and actually take the product. The firm wanted to know the customers' perceptions on online orders and their intentions in converting online orders into actual purchase. You are appointed as research consultant to study the problem and come out with necessary suggestions.

- i. What would be the research objectives you would set for the study?
- ii. What type of research study is best suited for the study? Why?
- iii. What statistical tools are needed for validating the results?
