



PG – 990

II Semester M.B.A. Degree Examination, June/July 2015
(CBCS Scheme)

2.2 : MANAGERIAL RESEARCH METHODS

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** questions. **Each** question carries **five** marks. Answer to **each** question should not exceed **250** words : (5×5=25)

1. How would you define business research ? What are the major components of a good research study ? Illustrate with an example.
2. Distinguish between primary and secondary data.
3. Briefly explain the concept of reliability and validity in research with adequate example.
4. Briefly describe various probability sampling techniques with example.
5. How would you distinguish between management decision problem and management research problem ? Illustrate with examples.
6. Indicate the type of scale (nominal, ordinal, ratio or interval) used in each of the following questions :
 - a) How large is the market share for skin products ?
 - b) Foreign skin care products are of a high quality :

Strongly Disagree	Neutral	Strongly Agree		
1	2	3	4	5
 - c) How often do you wear athletic shoes ?

Once a month or less often	_____
Two or three times a month	_____
Once or twice a week	_____
Three or more times per week	_____
 - d) Please rank the athletic shoes in order of your preference :

Nike	_____
Reebok	_____
Adidas	_____

P.T.O.



e) Your age :

- 1) 18 – 24 _____
- 2) 25 – 40 _____
- 3) 41 – 60 _____
- 4) 60+ _____

7. You are a research executive with a University offering MBA programme. You want to do a survey to know the impact of MBA programme on the personality development of the students. What is the recommended research design ? Justify your selection.

SECTION – B

Answer **any three** questions. **Each** question carries **ten** marks. Answer to **each** question should not exceed **500** words : **(3×10=30)**

8. The following bi-variate table was prepared to understand the relationship between preference for continental food and monthly income of the respondents. Identify the dependent and independent variable and draw the conclusion from it.

		< Rs. 30,000	Rs. 30,000 – Rs. 60,000	More than Rs. 60,000
Preference for continental food	Yes	20	32	17
	No	100	148	83
Total		120	180	100

9. A kid's care centre in a mall can give parents fantastic place to drop off their children while shopping. A study was conducted to examine the effect of monthly household income on the interest in the kids care facility.

The results of ANOVA table with dependent variable and independent variable are given in Tables 1 and 2.

Table 1 indicates that respondents are distributed in two income class i.e. Rs. 30,001 – Rs. 45,000 and above Rs. 45,000.



Table – 1

Descriptives

Interest in facility

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Rs. 30,001 – Rs. 45,000	12	3.58	.996	.288	2.95	4.22	2	5
> Rs. 45,000	18	4.11	1.183	.279	3.52	4.70	2	5
Total	30	3.90	1.125	.205	3.48	4.32	2	5

Table - 2

ANOVA

Interest in facility

	Sum of Squares	df	Mean Sqaure	F	Sig.
Between Groups	2.006	1	2.006	1.619	.214
Within Groups	34.694	28	1.239		
Total	36.700	29			

You are required to :

- 1) Identify Dependent and Independent variable.
 - 2) Which type of measurement scale is used for dependent and independent variable ?
 - 3) Formulate hypothesis for the given table.
 - 4) Draw inference from the table given.
10. Briefly explain the format of Research Report.
11. What is Research Design ? How are they classified ? Explain with examples.



SECTION – C
(Compulsory)

12. Case study :

(15×1=15)



The SAT and ACT college entrance exams once were completely multiple choice, but both the tests recently began including an essay portion (which is optional for the ACT). Some researchers have investigated how the essay tests are used by one group they serve : the admissions offices of the colleges that look at test results during the selection process.

Early survey research suggests that some admissions officers harbor doubts about the essay tests. ACT, Inc., reported that among the schools it surveyed, only about one-fifth are requiring that applicants take the writing portion of the exam. Another one-fifth merely recommend (but don't require) the essay.

Kaplan, Inc., which markets test preparation services, conducted surveys as well. Kaplan asked 374 colleges whether they would be using the SAT writing test in screening candidates. Almost half (47 percent) said they would not use the essay at all.

Another 22 percent said they would use it but give it less weight than the math and verbal SAT scores.

Kaplan also surveys students who take the exams for which it provides training. On its Web site, the company says, "More than 25 percent of students ran out of time on the essay!"

Questions :

- 1) What survey objectives would ACT have in asking colleges how they use its essay test ? What objectives would Kaplan have for its survey research ?
 - 2) If you were a marketer for the College Board (the SAT's company) or ACT, Inc., what further information would you want to gather after receiving the results described here ?
 - 3) What sources of error or response bias might be present in the surveys described here ?
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