

VPM's
DR VN BRIMS, Thane
Programme: MMS (2018-20)
Second Semester Examination April 2019

Subject		Business Research Methods	
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	1	Date	22.04.2019
	Instructions: <ul style="list-style-type: none"> • Q. No 1 is compulsory. • Attempt Any Four from the Remaining Six Questions. • Figures to the right indicate marks in full. 		Marks
Q. 1	Your institute's canteen wants to launch tiffin service for all the students. The canteen management want to check the perception towards canteen food and street food. What are the factors we need to consider before going to students for the survey? What should be the sample size? Design a sample questionnaire		20
Q. 2	Answer Any two from the following.		5x2 = 10
	a. Your company is thinking of launching high end footwear for either men or women. Write the hypothesis to test the situation.		
	b. Design a research topic of your choice. To make it empirical you need to collect some data with the help of questionnaire. Which method of sampling you would choose? Probabilistic or Non-probabilistic? Why?		
	c. You want to check the average score of marketing management marks of your class? Which sampling method is best? Why?		
Q. 3	Answer Any two from the following.		5x2= 10
	a. Differentiate parametric test and non-parametric test.		
	b. What is type I error? Give one example.		
	c. Why plagiarism control is considered as sign of good research?		
Q. 4	Answer Any two from the following.		5x2 = 10
	a. All ratio scales are ordinal, but all ordinal scales are not ratio. Comment		
	b. While researching "impact" on a particular sector. Which study you would prefer? Cross sectional or longitudinal?		
	c. Why Likert is considered better than dichotomous questions?		
Q. 5	Answer Any two from the following.		5x2 = 10
	a. Your company wants to launch a new TV channel based upon Indian mythological content. The channel would have pan India viewership. The time available for decision making is hardly a month. What kind of data collection tools you would use and why?		
	b. What is census? How it is different from population.		
	c. Are research problems are different from business problems?		
Q. 6	Answer Any two from the following.		5x2 = 10
	a. Can attitude be measured with the help of single item? Explain		
	b. Design a five-item scale to measure satisfaction in restaurant industry.		
	c. Define descriptive analysis.		
Q. 7	Short Note on Any two from the following		5x2 = 10
	a. Elaborate the concept of Focus Group		
	b. Structured questionnaire closes the door for new information. Comment.		
	c. When a distribution is said to be a normal?		