

MMS-II

24-04-2010.

RM02

Research Methodology

Roll No :

Total No of Printed Pages-15

Total No of Questions 5 in section I

Maximum Marks- 30 Sec. I

Duration (hrs) 3

30 Sec. II

60 Total.

Section-1

Note: Attempt any 3 questions. All questions carry equal marks

Each Section to be solved on SEPARATE Answer Books.

1. What do you understand by sampling. Explain simple random sampling, judgment sampling and snowball sampling
2. Explain the various steps in the research process
3. What do you understand by the term research methodology. Explain types of research
4. What is market research. Explain market information system. Differentiate between market research and market intelligence
5. What is bibliography What is plagiarism What are the five main elements of a good bibliography. What are footnotes .How are they written

SECTION - 2

Note: All the questions are compulsory . Question no.1 carries marks 15.

(Marks 15)

Q. 1. For the following objectives :

- (a) Formulate the null and alternate hypothesis
 - (b) State whether the test would be one tailed or two tailed and why ?
 - (c) Which test should you apply to test the hypothesis and why ?
 - (d) Sample size limitation , if any .
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- (i) A n automobile company has launched a new car in the market. Company wishes to compare the efficiency of the new car in terms of mileage with five of its market competitor's car .
 - (ii) In any manufacturing company, an old machine is producing items whose thickness should be 1 inch, but as the machine has become older , it is producing items whose thickness has high variability : Company purchases a new machine to replace the old machine. Thickness of items produced by new machine is recorded to check whether the problem remains same or stability in produced items' thickness increases. Which test would be suitable to compare the stability of new machine and old machine .
 - (iii) Our institute has signed an MOU with any training provider organization for MMS sem II students, which arranges special sessions on weekends on MBA related topics . Now some students are complaining that they are not happy with this special sessions and this is not going to help them in their future. Management wishes to investigate whether the students' complaint is genuine . For the purpose, marks scored by all the students in sem I and sem II were recorded to see whether the level of students has increased after the program or not . Which test should he apply to test the claim of the students .
 - (iv) The sales manager thought of expanding his business in four new cities and he hired 6 new sales man for the purpose. It is

continuously recorded that there is decrease in sales as compared to sales in different cities in which already product has established good market . Sales manager is confused whether he should try new sales person or he should change his new target cities to expand his market.

- (v) It has been seen that with the population growth , infrastructural requirements increase . To predict that 10 to 20 years hence , what would be the growth in infrastructural requirements to meet the expected population requirements , which test should be used .

(Marks 7 ½)

- Q.2. A drug manufacturing company wishes to know about the consumers' opinion about the product price and market share and effectiveness of own drug products as compared to its lead competitors' product price , market share and effectiveness . prepare a concise questionnaire keeping all these points in mind .

(Marks 7 ½)

- Q.3. Suppose you are doing your summer project in Infosys – an IT company. You are required to add company profile and detailed information about the company which is available on Internet as secondary data information. The profile is given below . How will you use this information to describe the company profile and other details in your own language . Some information about the company is given below :

About the Company

Vision

"To be a globally respected corporation that provides best-of-breed business solutions, leveraging technology, delivered by best-in-class people."

Mission

"To achieve our objectives in an environment of fairness, honesty, and courtesy towards our clients, employees, vendors and society at large."

Values

We believe that the softest pillow is a clear conscience. The values that drive us underscore our commitment to:

- **Customer Delight:** To surpass customer expectations consistently

- **Leadership by Example:** To set standards in our business and transactions and be an exemplar for the industry and ourselves
- **Integrity and Transparency:** To be ethical, sincere and open in all our transactions
- **Fairness:** To be objective and transaction-oriented, and thereby earn trust and respect
- **Pursuit of Excellence:** To strive relentlessly, constantly improve ourselves, our teams, our services and products to become the best

A Magnet for the Best Global Talent

Fortune magazine identified Infosys among the top companies that "inspire, nurture and empower a new generation of global leaders." We are committed to remain among the industry's leading employers.

Quality Focus

'In God we trust, everyone else must come with data' is an oft-heard phrase at Infosys. We constantly benchmark our services and processes against globally recognized quality standards. Our certifications include SEI- CMMI Level 5, CMM Level 5, PCMM Level 5, TL 9000 and ISO 9001-2000. In February 2007, Infosys BPO was certified for eSCM level 4.0, the e Sourcing Capability Model for Service Providers developed by a consortium led by Carnegie Mellon University's Information Technology Services Qualification Centre.

Innovation, Speed and Excellence in Execution

We were one of the first companies to develop and deploy a global delivery model and attain SEI-CMMI Level 5 certification our offshore and onsite operations. We manage growth by investing in infrastructure and by rapidly recruiting, training and deploying new professionals. We have 44 global development centers, the majority of which are located in India. We also have development centers in Australia, Canada, China, Japan, Mauritius, and at multiple locations in the United States and Europe.

Industry Leadership

Our history is marked by a series of firsts. We were the first Indian company to list on a US stock exchange and the first Indian company to do a POWL in Japan. In December 2006, we became the first Indian company to be added to the NASDAQ-100 index and became the only Indian company to be

part of any of the major global indices. We were recently listed on The Global Dow. Infosys was also ranked No. 14 among the most respected companies in the world by Reputation Institute's Global Pulse 2008. We were also listed on Forbes' Asian Fabulous 50 for the fourth consecutive year. Infosys is also a five-time Global MAKE Winner and one of only two Indian companies amongst global leaders to have won the award in 2008.

Infosys Technologies Ltd. (NASDAQ: INFY) was started in 1981 by seven people with US\$ 250. Today, we are a global leader in the "next generation" of IT and consulting with revenues of over US\$ 4 billion.

Infosys defines, designs and delivers technology-enabled business solutions that help Global 2000 companies win in a Flat World. Infosys also provides a complete range of services by leveraging our domain and business expertise and strategic alliances with leading technology providers.

Our offerings span business and technology consulting, application services, systems integration, product engineering, custom software development, maintenance, re-engineering, independent testing and validation services, IT infrastructure services and business process outsourcing.

Infosys pioneered the Global Delivery Model (GDM), which emerged as a disruptive force in the industry leading to the rise of offshore outsourcing. The GDM is based on the principle of taking work to the location where the best talent is available, where it makes the best economic sense, with the least amount of acceptable risk.

Infosys has a global footprint with over 50 offices and development centers in India, China, Australia, the Czech Republic, Poland, the UK, Canada and Japan. Infosys and its subsidiaries have 105,453 employees as on September 30, 2009

Infosys takes pride in building strategic long-term client relationships. Over 97% of our revenues come from existing customers.