

VPM's
DR VN BRIMS, Thane
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Subject	Research Methodology		
Roll No.		Marks	60 Marks
Total No. of Questions	8	Duration	3 Hours
Total No. of printed pages	4	Date	22-04-2014

Note: Each question is of 10 Marks. Q.1, Q.2 and Q.3 are compulsory. Answer any three questions from the remaining set of questions

Q.1) Answer the following short questions, do not write the question, but the answers should be written completely. **Marks would not be given** if only options are mentioned as a, b, c, d. Each question carries 1 marks.

1. Customers of Viviana Shopping Complex were asked the following questions

For each pair of adjectives place a tick mark () at the point between them that best reflects the extent to which you think it best describes the shopping complex facility.													
Clean							Dirty						
Bright							Dark						
Low Quality							High Quality						
Conservative							Innovative						
Inconvenient							Convenient						
Crowded							Spacious						

This is best described as an example of _____ type of questions

- a) Constant Sum Scale
- b) Semantic Differential Scale
- c) Likert scale
- d) Graphic Scale

2. MO's Burger, McDonald's competitor in Japan, introduced Takumi Burger (Japanese recipe). McDonald naturally wasn't aware and sure of the traditional recipe and consumer sentiments attached to it. What kind of research would the situation attract?

- a) Exploratory research
- b) Descriptive research
- c) Causal Research

3. An MNC company wanted to introduce a cereal biscuit in Indian market. A sample of 100 respondents were asked to rate the various parameters of this new biscuit. There were in total 13 statements made on which the respondents have given their rating. The company wants to know what should be the unique selling proposition for their product. The _____ analysis (also called as

dimension reduction method) would be used to reduce these 13 statements into a handful 3-4 unique selling proposition.

- a) Multiple -Regression analysis
- b) Multiple ANOVA
- c) Cluster Analysis
- d) Factor Analysis

4. (i) Consumer prefer taste of competitors products
(ii) Old- Fashioned package is influencing taste perception

- a) Both the statements are research problems
- b) (i) is the symptom and (ii) is the true research problem
- c) Neither of them is a research problem
- d) (ii) is the symptom and (i) is the true research problem

5. "Will buyers purchase more of our products in a new package". What kind of research would the situation attract?

- a) Exploratory research
- b) Descriptive research
- c) Causal Research

6. A face-to-face communication in which a researcher asks questions to respondents is called a:

- a) Face to face interview
- b) Focus Group
- c) Survey

7. What type of attitude scale is being used when a Subaru customer is asked to choose one response from the following scale:

"I was completely satisfied with the condition of my new car when I picked up this car from the dealer"

Strongly Disagree Disagree Uncertain Agree Strongly Agree

- a) Semantic differential scale
- b) Likert scale
- c) Stapel scale
- d) Numerical scale

8. When Burger-King hires someone to pretend they are a customer so that they can evaluate the quality of food/service at its restaurants, this pretend customer is called a:

- a) Panel member
- b) Mystery Shopper
- c) Respondent
- d) Subject

9 – 10) In the statement: "If we add the Internet as a channel of distribution for our laptop computers,

we will increase sales by \$800,000,"

9. _____ is the dependent variable

10. _____ is the independent variable

- a) The internet
- b) Dollar Sales
- c) Channel of Distribution
- d) Laptop

Q.2) Which of the data collection methodologies (Survey – Interview or Questionnaire, Observation, Experiment and secondary data collection) would be used for the following situations. And Why?

1. The manufacturer and marketer of flight simulators and other pilot training equipments wish to forecast sales volume for the next 5 years
2. A NGO wants to identify the demographic characteristics of individuals who donate more than \$500 per year
3. A manager notices the number of grievances is increasing and wishes to investigate further.
4. A financial analyst wishes to investigate whether load or no-load mutual funds have higher yields.

Q.3) **Case study**

Case: Fisher Price's action figure collection Rescue-Heroes as well as the CBS TV show with the same name is popular with boys age 3 and up. The Rescue Heroes characters mission is to help and rescue with courage, perseverance, resourcefulness and non violent problem solving. The product line consist of action figures such as Jake Justice, Police Officer, Wendy Waters, Firefighter, and Rocky Canyon Mountain Ranger and vehicles such as Rescue Heroes Quick Response Helicopter.

Fisher price using research extensively in its new product development process. Rescue Heroes went from an unidentified need to a commercial product line with the help of a multistage research program. Through exploratory research, the company learned that there was a gap in toys available for preschool and early elementary school boys. Little boys liked the idea of action figures that their older brothers and friends played with, but those toys were difficult for them to understand and handle. The findings led Fisher Price to coin the term KAGO – "Kids Are Getting Older" – meaning younger children want more grown-up toys.

Research with moms indicated their toy preferences. The moms liked the idea of imaginative play with action figures, but they clearly did not want their young children playing with toys that had violent overtones. As a result of these research findings and creative thinking, Fisher-Price came up with the idea of age-appropriate action figures. After much marketing research, the company learned that young boys had trouble with the figures toppling over. The product concept was refined so that the new action figures would have wide feet for stability.

During the marketing research process, Fisher-Price's researchers conduct focus group interviews. They interview both kids and moms in search of idea for toys that have play value – the tangible features and

intangible allures that entice a child to interact and have fun with a toy. Fisher – Price tried versions of the action figure line in its play laboratory, a large nursery overflowing with toys. However, it is different from ordinary nurseries because there is a wall of one-way mirrors and micro-phones dangle from ceiling so that researchers can observe how children are using the toys.

Fisher-Price conducted extensive in-home testing around the country. After the boys played with the toys at home, researchers interviewed the parents about the price and their intent of purchase.

Describe the various steps involved in the research process narrated in the above case of Fisher-Price

Answer any 3 of the following questions

Q.4) Discuss the art of asking questions in a questionnaire schedule. Elaborate on the common errors committed by the researchers while framing a questionnaire.

Q.5) Discuss the ethics in Business research from the researcher, clients and respondents point of view with suitable examples.

Q.6) Discuss the various observation techniques in detail citing appropriate applications.

Q.7) Highlight the typical objectives for which the secondary research can be used. Discuss the various sources of secondary data.

Q.8) Following is the information pertaining to net sales of Reliance communications for past 5 years. Estimate the sales for the 6th year and compare it with the actual value of Rs. 117 ('00 Crores)

Year	Net sales / Income from operations ('00 Crores)
1	136
2	122
3	119
4	111
5	109

The sales should be estimated using linear regression. Comment whether you have over predicted or underpredicted the sales and by what percentage