

VPM's
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Programme: PGDM (2014-16)
Third Semester Examination April 2015 (Supplementary)

Subject	Research Methodology		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages		Date	23-04-2015

Note: Each question is of 10 Marks. Q.1, Q.2 Q.3 and Q 4 are compulsory. Answer any two 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. When respondents are asked to place local shopping malls so that their first choice is 1, their second choice is 2, and so forth, this is best described as an example of _____ type of questions

- a) Rank order
- b) Rating
- c) Likert scale
- d) Graphic Scale

2. MO's Burger, Mc Donald's competitor in Japan, introduced Takumi Burger (Japanese recipe). Mc Donald 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. They were also asked few psychographic questions about their lifestyle. There were in total 13 statements made on which the respondents have given their rating. The company wants to know what should be the class of customers segment must be targeted for this particular product. The _____ analysis would be used to reduce these 100 customers into 2-3 customer segments.

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

4. (i) Distributors complain that prices are too high

(ii) Distributors do not have adequate product knowledge to communicate the product values

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

d) (i) is the symptom and (ii) 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. The researcher who leads the focus group discussion is called a(n):

- a) Analyst
- b) Moderator
- c) Participant observer

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

+3
+2
+1
Wide Collection of Labels
-1
-2
-3

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

8. The systematic process of recording behavior without influencing the behavior of the person who is being recorded is called::

- a) Observation
- b) Coaching
- c) Click – through rate
- d) Response Latency

9. All of the following are examples of interdependence techniques EXCEPT:

- a) Factor Analysis
- b) Cluster Analysis
- c) Multidimensional Scaling
- d) Multiple Regression

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," what is the dependent variable?

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

Q.2) At a family gathering, Dan Kessler, the manager of an I.G.A grocery store, got into conversation with his brother-in-law, who supervised a large number of data entry workers at a public utility company. Kessler's brother-in-law mentioned that his company recently had begun programming background music into the data entry workers room. As a result, productivity had increased and the number of errors had decreased. Kessler thought that playing music in a grocery store might have an impact on customers. Specially, he thought that customers might stay in the store if slow and easy-to-listen-to music is played.

He has chosen you as a research consultant to test the influence of music tempo on the shopper behavior.

- 1) What dependent variables do you think might be important in this study? How would you define or quantify them?

Develop a hypothesis for each of your dependent variable?

Q.3) **Case Study**

Dentists recommend twice yearly checkups, although the benefits of preventive health care have been promoted for several decades, some people visit a dentist only when they are in pain.

One dentist, Sandra Brown, had read that sending out a recall card might increase participation in the 6-month dental checkup. She thought that having patients address a standard reminder card in their own handwriting would be more effective than simply printing out a standard reminder card. She also thought that a promotional message appealing to an individual's aesthetic concern might be more appropriate than a basic reminder message.

Dear Patient, This is to remind you that it is time for a preventive dental examination. Please call so that we may arrange a time that is convenient for you. <p style="text-align: right;">Sandra Brown, D.D.S.</p>
<i>* Reminder Message</i>

Dear Patient, Preventive dental examinations keep you looking your best. Your teeth are part of your good looks. Please call so that we may arrange a time that is convenient for you. Let's keep your smile looking its best <p style="text-align: right;">Sandra Brown, D.D.S.</p>
<i>** Promotional Message</i>

She designed the following experiment for her dental clinic, located on the fringe of the downtown area. The clinic patients were primarily black and Mexican American and most were from blue collar households. All patients were considered subjects for the experiment. The patients who visited the clinic in the month of

- (i) May, are given the standard recall (reminding them to return in October) and asked to fill out in their own handwriting.
- (ii) June, were given a promotional recall card (for a November return) and asked to fill it out in their own handwriting.
- (iii) July, received a standard recall card with a typed address.
- (iv) August, received a promotional recall card with a typed address

Questions

- 1) Evaluate this experimental design. 2) What type of experimental design is this ?
- 3)What improvements would you suggest for this experimental design.

Q.4) 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 food company wishes to know what types of food are carried in brown bag lunches to learn if the company can capitalise on this phenomenon.

Answer any 2 of the following questions

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

Q.6) Highlight the typical objectives for which the secondary research can be used. Discuss the various sources of secondary data.

Q.7) Following is the information pertaining to net sales of Gillete India Ltd for past 5 years. Estimate the sales for the 6th year and compare it with the actual value of Rs. 174 ('0 Crores)

Year	Net sales / Income from operations ('0 Crores)
1	66
2	85
3	105
4	122
5	143

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