

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: MMS (2014-16)**  
**Second Semester Examination April 2015**

<b>Subject</b>	<b>Business Research Methods ( Div B)</b>		
<b>Roll No.</b>		<b>Marks</b>	<b>60 Marks</b>
<b>Total No. of Questions</b>	<b>7</b>	<b>Duration</b>	<b>3 Hours</b>
<b>Total No. of printed pages</b>	<b>3</b>	<b>Date</b>	<b>17/4/15</b>

**Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.**

**Q1) 20 Marks (Compulsory)**

**Case Study: Keep your city clean: Environmental concerns**

Over the last decade, recycling of household waste has become an extremely important behavior across the nations. However in Asian countries this fluctuates from one country to the other. China is leader amongst waste management; While India has a long way to go. There are a large no. of barriers to recycling, acting at an individual level.

Purnima read about this report in a newspaper. She felt that there was scope for a potentially lucrative business opportunity related to household recycling. All she had to do was work out some way of alleviating the inconvenience people associated with recycling.

She decided that a door to door recycling service may be a profitable way to get people to recycle. She believed that households would be willing to pay a small fee to have their waste collected on a weekly basis from outside their homes.

She discussed this idea with a few friends, who were very receptive. However she decided that it was necessary to confirm her thoughts and suspicions regarding the consumer's view about recycling. In particular, she needed to check that her ideas about convenience and recycling were on right track. To do this, she decided to conduct some research into attitudes towards household recycling.

**Questions:**

1. What kind of research design would you suggest to her? **(7 Marks)**
2. Identify your variables and population under study. **(7 Marks)**
3. Can you suggest any alternative design? Justify. **(6 Marks)**

**Attempt Any FOUR from the Remaining SIX Questions**

**Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Explain the steps in research process with diagram.
- b) A jeweler is into the business of selling traditional jewellery. He believes that having a beautiful display on "Palace on Wheels" will suitably boost his sales. He also feels that foreigners rather than Indians would be influenced more. He wants to decide whether to go in for a display or not. What is the recommended research design? Justify. What would be the variables and population under study?
- c) Distinguish between cross-sectional and longitudinal designs. In what situations you will recommend use of one over the other. Explain with suitable examples.

**Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Explain Experimental research design in detail with suitable examples.
- b) “Technology and computer applications have been a major boost to syndicated data sources” explain the assumption made in the statement with suitable examples.
- c) Consider a situation where Rohit Bal has come to you for advice. He wants to start an economy clothing brand. He wants to know the buying behavior of the customers. Will this business be lucrative enough? What is the primary and secondary data required for analysis before starting this business?

**Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Distinguish between qualitative and quantitative research. Explain a situation where qualitative research should be more suitable for data collection.
- b) Explain types of comparative scaling with suitable examples.
- c) Develop a likert scale to measure the perception of bank customers towards the concept of Internet banking.
- d)

**Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Explain different types of questions with suitable examples.
- b) Design a questionnaire to find impact of a TV advertisement for a bathing soap. (Include only 10 questions.)
- c) What is probability sampling design? Explain different types of probability sampling.

**Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) An economist is interested in estimating the avg. monthly household expenditure on food items by the households of a town. Based on past data it is estimated that the standard deviation of the population on the monthly expenditure on food item is Rs. 30 with allowable error set at Rs. 7, estimate the sample size required at a 90% confidence. (At 90% confidence,  $Z=1.645$ ).
- b) You are given a population of Std. dev 8.6. Determine the sample size needed to estimate the mean of population within +/- 0.5 error with 99% confidence. (At 99% confidence,  $Z=2.575$ ).
- c) There is a residential locality where residents are belonging to all religions. A survey is conducted to understand the food habits of the residents. Every 7<sup>th</sup> house is selected as a sample. Critically examine the sampling scheme.

**Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Estimate the realistic net sales of a company for the year 2015.

Year	Sale (in lacs)
2010	10
2011	12
2012	15
2013	18
2014	20

- b) What is chi-square test? Explain its applications.
- c) What should be the ideal structure of research report? Explain each section in detail.