

**2017**

**M B A**

**2nd Semester Examination**

**RESEARCH METHODOLOGY**

**PAPER—MBA-206**

*Full Marks : 100*

*Time : 3 Hours*

*The figures in the right-hand margin indicate full marks.*

*Candidates are required to give their answers in their own words as far as practicable.*

*Illustrate the answers wherever necessary.*

1. Answer any *eight* of the following : 8×5
- (a) What do you mean by term 'Research'? Explain with a suitable example.
- (b) What are the factors that have to be considered by a researcher while choosing the type of research design ?

*(Turn Over)*

- (c) What are the major purposes for which descriptive research is conducted ?
- (d) The management of a bank has asked you to assess the demand potential for opening accounts in your metropolitan area. What sources of secondary data should you consult ? What kind of information would you expect to obtain from each source ?
- (e) Why is it important to obtain secondary data before primary data ? Explain with a hypothetical example.
- (f) In the comparison of five (5) brands of TV, namely Sony, LG, Onida, HTC and Vediocon, suppose a market analyst considers the attributes of quality. The preference is tested on a sample of 200 respondents in reference to the quality and the observed proportion matrix is stated below :

	Sony	LG	Onida	HTC	Vediocon
Sony	-	150	160	120	85
LG	50	-	120	140	90
Onida	40	80	-	80	70
HTC	80	60	120	-	70
Vediocon	115	110	130	130	-

Show the most preferred brand of TV by using 'Thurstone Scale, V' and interpret the result.

- (g) Design a semantic differential scales to measure the perception of DTDC courier services.
- (h) Calculate the missing number of the following series by using 'Binomial Approximation'.

Y =	180	145	120	?	163	160
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- (i) What are the reasons for which respondents are unable to answer the question asked?
- (j) P&G would like to conduct a survey of consumer preferences for toothpaste brands in West Bengal. As a researcher what sampling technique will be used? And why?
- (k) An advertising campaign of a softdrink brand would be changed if less than 30% of the consumers like it.

Formulate the null hypothesis in reference to above advertising campaign.

- (l) Describe the differences between a nominal scale and an ordinal scale.

2. Answer any *four* of the following :

4×10

- (a) Design a structured questionnaire to assess to reasons behind choosing the MBA Programme Under Vidyasagar University by employing all kinds of measurement scales.
- (b) From the following information (table). Calculate SD ( $\sigma$ ) and CV (Coefficient of Variation).

<u>Respondents</u>	<u>X</u>
1	320
2	330
3	335
4	320
5	345
6	325
7	355
8	330
9	360
10	345

- (c) The following are the data in reference to consumption of rice and the income of each respondent.

Respondents	Yearly consumption of rice (kgs) (Y)	Yearly income (Rs.) (X)
1	200	20,000
2	400	30,000
3	700	50,000
4	800	60,000
5	900	70,000
6	1000	80,000

Show the relationship between income and consumption of rice of the respondents.

- (d) The following are the sales of washing powder in different years. Forecast the sales for the year 2016 and 2017.

<u>Year</u>	<u>Units in million (bags)</u>
2010	230
2011	285
2012	315
2013	350
2014	375
2015	400

- (e) The following contingency table shows consumption of milk with family size. You are required to test the association of consumption of milk with family size and interpret the result.

Quantity Family size	500ml (units)	1ltr (units)	Total
Less than 4 members	40	80	120
More than 4 members	20	100	120
Total	60	180	240

- (f) Write short note (any two) : 2×5
- (i) Quota Sampling.
  - (ii) Causal Research.
  - (iii) Type-I and Type-II error.

**[ Internal Assessment : 20 ]**

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