



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM

THIRD TRIMESTER

END-TERM EXAMINATIONS, MAY 2021

Set-I

Course Name	Business Research Methods	Course Code	OM 301
Max. Time	2 hours	Max. Marks	40 Marks

INSTRUCTIONS:

1. Attempt all questions, marks are indicated after each question
2. Attempt question as per sequence & marks correct question number
3. Permissible Plagiarism Limit is twenty-five percent
4. Marks will be deducted if the Plagiarism is above permissible limit (5 marks for 10 % extra)

1. Identify and explain the scales based on the following statements. (2*5)

- a. A series of value judgments ranging from zero to ten, indicating zeros as the poorest and ten as the best.
- b. How did the training affect your productivity?
 - a. Very much increased
 - b. Somewhat increased
 - c. Can't Say
 - d. Somewhat decreased
 - e. Very much decreased
- c. On an average week day, how much time do you spend doing studies
 - a. Less than 2 Hours
 - b. 2 to 4 Hours
 - c. 5 to 7 Hours
 - d. 8 to 10 Hours
 - e. More than 10 Hours
- d. A question in the survey-form, asking age of the respondents as:
 - a) 18-25
 - b) 26-35
 - c) 35-50
 - d) 50 and Above

e. Color of your Car

a) Red

b) Green

c) Blue

d) Yellow

2-A management institute wants to test whether the aptitude for Research methods is different among the three sections of PGDM course. The institute conducts a quiz on Research methods among a sample of 10 students from each of the three sections. The results of the average marks out of 10, in all three sections, are presented below. A Hypothesis testing was done on this data from these 30 students and it generated the following output: **(10)**

Section	N	Mean	Std. Deviation
PGDM A	10	8.30	1.337
PGDM B	10	6.20	1.751
PGDM C	10	3.70	2.003
Total	30	6.07	2.532

Test Statistic

	Sum of Squares	Df	Mean Square	Test Statistic	Sig.
Between Groups	106.067	2	53.033	17.944	.000
Within Groups	79.800	27	2.956		
Total	185.867	29			

- a. Given the problem at hand, justify the test statistic used here for testing the hypothesis? (3 marks)
- b. Create the null and alternate hypothesis (3)
- c. Interpret the results at 5% level of significance (4)

3. Critically examine and justify the sampling scheme used in the following cases. **(10 marks)**

- a. The population is in an alphabetical order. Starting with the 5th person, every 8th member was selected in the sample (2)
- b. A large state was divided into 25 smaller areas. Then five of these were selected at random and the interviews were conducted only in these five areas (2)

- c. Executives were divided into six groups – banking, telecom, insurance, education, consultancy, entertainment. Random samples were taken from each of these groups according to their representation in the population. (2)
- d. A study involved the opinion of students of all different classes and sections in a school. It was decided to instead take the opinion of the class representatives and monitors; based on the rationale that they represent the general sentiment of the class at large. (2)
- e. A study was to be conducted among PGDM students in NCR. The Professor chose a sample from his own class in his own Management College. (2)

4. Sonu Sports is a small outlet in Sonapat which is into the business of sportswear and sports goods, for the past two decades. Seeing the recent trend among the youth towards gym; especially after the impact of movies such as Chhalang, Saina, Panga, Dangal and Sultan, Sonu Sports is planning to set up a gym in the posh areas of Sonapat. **(10)**

- a. Justify the type of research design and method you will propose for the study and why? (3)
- b. Identify and explain the variables useful for the study? (4)
- c. Who would be your target respondents, explain? (2)