



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (SM)

III TRIMESTER (Batch 2016-18)

MID TERM EXAMINATIONS

Course Name	Research Methods in Management / Research Methods in Services Management	Course Code	GM301
Max. Time	1 Hour	Max. Marks	20

INSTRUCTIONS: All questions are compulsory.

1. Identify the scale and develop the appropriate questions (close ended) for each characteristic (8)
 - a) Intention to purchase a TV
 - b) Quality of food at Golden Dragon restaurant
 - c) Preference for the four colors given
 - d) Functional specialization in next year

2. Distinguish between
 - a) Focus Group discussion and Observation method (3)
 - b) Single cross sectional and multiple cross sectional research design (2)

3. The diet drink manufacturer in the study find that young women are more health conscious and are looking at low calorie options. Thus, any communication or advertisement for the product has to emphasize the health aspect. The purchase probability is also influence by their education level and nature of profession. Other factors such as available brands and celebrity endorsement also have an impact on them.
 - a) Identify your decision problem and research problem by following step wise approach. (3)
 - b) Identify and classify the variables under study. (2)
 - c) Suggest the possible hypotheses. (2)