JAIPURIA
INSTITUTE OF MANAGEMENT
LUCKNOW NOIDA JAIPUR INDORE

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM /PGDM(M)/PGDM (SM)
THIRD TRIMESTER (Batch 21-23)
END-TERM EXAMINATIONS, APRIL 2022
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. Overall Permissible Plagiarism is 10%. Marks will be deducted if the Plagiarism is above the permissible limit. The Penalty Clause is: 11-20% - Minus 5 Marks, above 20% - Reappear

1. Identify and explain the scales based on the following statements. **(2*4)**

   a. Student ranking from high to low is an example of which scale and why?

   b. On an average weekday, 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

   c. Color of your Car

      a. a) red   b) green   c) blue   d) yellow

   d. Which type of central tendency measure is used in interval scale and why?

2 (A)-Analyze the case:

Comparing Service Times of Fast- Food Restaurants Drive Throughs

A large number of fast-food restaurants with drive-through windows offer drivers and their passengers the advantage of quick service. To measure how good the service is, an organization called QSR planned a survey in which the amount of time taken by a sample of drive-through customers at each of the three restaurants was recorded.   (SPSS data attached)

i.   Frame the suitable hypotheses **(2)**

ii.   Justify the test statistic used for testing the hypothesis? **(2)**

iii. Interpret the results at a 5% level of significance **(4)**

2 (b) Is there any impact of price and promotion on the sales of Omni soap bars and if yes upto what extent. (SPSS data attached)

    i.   Frame suitable hypothesis.   **(3)**

    ii.   Interpret R Square.   **(1.5)**

    iii. Write the estimating equation   **(1.5)**

    iv.   Predict the sales when the price is Rs. 80 and the promotion is Rs.500   **(2)**

3. Critically examine and justify the sampling scheme used in the following cases.   **(2*4)**

    a.   The population is in alphabetical order. Starting with the 5th person, every 8th member was selected in the sample

    b.   Explain the benefit and drawbacks of using a simple random sampling technique

    c.   Explain the sampling technique where the researcher asks the research participant to identify other potential research participants

    d.   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.

4-One of the reputed publishing company wants to understand the preferences of online books and magazines among children. It also wants to understand if the preference towards online books has any linkage with the children's age, education, hobbies/interests, parents' income, etc.   **(3+3+2)**

    a.   Justify the type of research design and the method you will propose for the study and why?

    b.   Identify and explain the variables used for the study?

    c.   Who would be your target respondents, explain?

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