



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM /PGDM (M)/PGDM(SM)
THIRD TRIMESTER
REAPPEAR EXAMINATIONS, AUGUST 2022

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. Overall Permissible Plagiarism is 10%,
4. 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. The occupancy of a four-star Goa hotel has decreased significantly since the start of the pandemic. To remain competitive and agile in the current environment, hotels have to renovate and rethink their business models. The management is now considering attracting corporate executives by organizing business conferences with improved hygiene standards. The administration is considering renovations (Shower curtains are being replaced with glass doors, and hotel carpets are being replaced with solid flooring that looks and feels cleaner, among other renovations) for the old structure as well as new technological contactless investments. But it wishes to proceed cautiously. They have kept a thorough record of its guests including their demographic information, as well as the reason for the visit, activities (sunbathing, cruise, rock concerts), and length of stay. While leaving the guest records his views on the hotel's characteristics and satisfaction with its services. This data now consists of 10,000 records. The management wishes to make use of this available data, as well as any new data that may be required in this respect.

- a. State what research questions might be tested (3)
- b. Identify the variables required to solve this business problem? (2)

2. Explain the scale that you would use and justify your choice of scale. (2*5)
 - a. Temperatures measured on the Kelvin scale.
 - b. Military ranks.
 - c. Social security numbers.

- d. Number of passengers on a flight from Delhi to Mumbai.
- e. Exam grades (A, B, C, D)

3. Using the SPSS dataset, answer the following: (8)

- a. In the midst of labor-management negotiations, the president of the company argues that the company's blue-collar workers, who are paid of average \$ 30000 per year are well paid because the average annual income of all blue-collar workers in the country is less than \$30000. That figure is disputed by the union, which does not believe that the annual income of all blue-collar workers in the country is less than \$30000. To test the company president's belief, an arbitrator draws a random sample of 28 such workers from across the country and asks each to report his or her annual income. Assuming the normal distribution of annual income, at a 5% level of significance, can it be inferred that the president of the company is correct. Frame the suitable hypotheses and conduct the appropriate test
- b. Is the marks obtained by the students related to the number of classes attended and the number of books read in a course? Analyze the following data and answer the following questions.
 - i. Identify the dependent and independent variables.(2)
 - ii. Interpret R Square. (2)
 - iii. Construct the estimating equation. (2.5)
 - iv. Predict the marks obtained by a student who has read 3 books and attended 18 classes. (2.5)

4 Critically examine and explain the sampling scheme as per the situation given below (2*4=8)

- i. A department store that wants to see if it's losing or gaining consumers take a sample of every tenth name from its list of credit cardholders.
- ii. A local TV station is interested in learning about peoples' viewing habits and program preferences. For the sampling, customers are divided into three groups based on their monthly billing (High, medium, and low). The customers are then randomly selected from each group.
- iii. A survey is conducted among neurosurgeons. Starting with the first neurosurgeon, he is asked to refer to another neurosurgeon and so on
- iv. A reporter asks 100 people "who are willing to answer" on the street what they think of the current state of crime against women.