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**FIRST TRIMESTER (Batch 2021-25)**

**ONLINE ENDTERM EXAMINATION, January-2023**

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| Course Name | Research Methodology | Course Code | FPM-RM |
| Max. Time | 3 hours | Max. Marks | 40 MM |

**INSTRUCTIONS:**

1. All questions are compulsory.
2. Overall Permissible Plagiarism is 20%.
3. Upload your Answersheet file in word format on Moodle by clicking on the **Submit Paper** within the given time period.

**Q. No. 1** For each of the situations below, decide whether the research should be exploratory, descriptive, or causal? Explain your answer.

1. Establishing the relationship between advertising and sales in the beer industry. **(3 Marks)**
2. A food company researcher is interested in knowing what types of food are carried in brown-bag lunches to learn if the company can capitalize on this phenomenon. **(3 Marks)**

**Q. No. 2** Customers call up call centre numbers of companies to get more information on products/services or to register complaints about product/service quality or experiences. Sometimes customers also give suggestions on improving product quality or services. Routinely these conversations are recorded and archived by the companies.

a. Are these calls a possible source of exploratory research? Support your answer by illustrating examples of conversations between a mobile service provider and its customers. **(6 Marks)**

b. Write one research objective for the given situation and research hypothesis for the same. **(4 Marks)**

**Q. No. 3** Evaluate the statement of the business problem in the following situations:

1. A farm implement manufacturer: Our objective is to learn the most effective form of capitalization so we can maximize profits. **(3 Marks)**
2. An employees’ credit union: Our problem is to determine the reasons why employees join the credit union, to determine members’ awareness of credit union services, and to measure attitudes and beliefs about how effectively the credit union is operated.

**(3 Marks)**

**Q. No. 4** Evaluate and suggest better (if required) sampling designs in the following:

a. A citizens’ group interested in generating public and financial support for a new university basketball arena printed a questionnaire in area newspapers. Readers return the questionnaires by mail. **(3 Marks)**

b. A department store that wishes to examine whether the store is losing or gaining customers draws a sample from its list of credit card holders by selecting every 10th name. **(3 Marks)**

**Q. No. 5**  A new graduate hired by the marketing research department of a major telephone company is asked to prepare a questionnaire to determine household preferences for telephone calling cards. The questionnaire is to be administered in mall intercept interviews. Using the principles of questionnaire design, critically evaluate the questionnaire: **(12 Marks)**

**Questionnaire**

**Household Telephone Calling Card Survey**

1. **Your Name? \_\_\_\_\_\_\_\_\_\_\_**
2. **Age \_\_\_\_\_\_\_\_\_\_**
3. **Marital Status\_\_\_\_\_\_\_\_\_\_\_**
4. **Income\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
5. **Which, If any of the following telephone calling cards do you have?**
6. \_\_\_\_\_\_\_\_\_\_\_\_Airtel
7. \_\_\_\_\_\_\_\_\_\_\_\_vodafone
8. \_\_\_\_\_\_\_\_\_\_\_\_BSNL
9. \_\_\_\_\_\_\_\_\_\_\_\_\_Any other
10. **How frequently do you use a telephone calling card?**

Infrequently Very Frequently

1 2 3 4 5 6 7

1. **What do you think of the telephone calling card offered by BSNL?**
2. **Suppose your household were to select a telephone calling card. Please rate the importance of the following factors in selecting a card.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Factors** | **Not Important Very Important** | | | | |
| Cost per call |  |  |  |  |  |
| Ease of use |  |  |  |  |  |
| Local and long distance charges included in the same bill |  |  |  |  |  |
| Rebates and discounts on calls |  |  |  |  |  |
| Quality of telephone service |  |  |  |  |  |
| Quality of customer service |  |  |  |  |  |