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**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

**PGDM (Sec-A)**

**Third TRIMESTER (Batch 2022-2024)**

**END-TERM EXAMINATIONS, April 2023**

**Set-1**

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| --- | --- | --- | --- |
| Course Name | Business Research Methods | Course Code | 20503 |
| Max. Time | **2 hours** | Max. Marks | **40 Marks** |

**INSTRUCTIONS:**

1. Attempt all questions, marks are indicated after each question

2. Attempt questions as per sequence & mention the correct question and subpart number

3 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

**Note: Attempt all questions**

**1-**The relation between Indian sentiments and investment in gold has been well established since time immemorial. However, recent investment surveys have shown that the yellow metal has lost some luster and the younger investor is looking at other financial instruments. A large banking and investment conglomerate would like to assess whether financial sentiments are different in old and young investors. What is the pattern of investment in the last decade and whether there are any shifts related to the global sub-prime crisis? The Bank CMD is of the firm opinion that investment is not always a rational and well deliberated decision, and there could be multiple factors impacting this. As an investment counsellor and consultant, the organization should be aware of this and suitably build this into its financial products and services to service the investment better and also lead to increased profits for the company. In the light of this scenario:

(a) How would you formulate your management research problem? (2)

(b) What could be the mix of variables that could impact the investor decisions? Represent the same through a theoretical framework? (4)

(c) State your research hypotheses. (2)

**2-** Justify and explain each of the following sampling methods (2\*4)

1-Names of children are stored in a computer database and organized by grade (9th, 10th and 11th). the computer is instructed to randomly select 35 from each of these three grades and then these children and parents are contacted

2- Mohan determines her respondents by asking people as to who would be most suited for her study. Through this, he is referred from one respondent to the other. What type of non-probability sampling has been utilized?

3-A super specialist doctor was contacted and he in turn referred us to the next one, who in turn referred us to another one and so on. 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.

4- Choosing volunteers from an introductory psychology class to participate

**3-** Identify the scale and develop the appropriate questions (close ended) for each characteristic (2\*4)

I. fear of crime II. temperature III. income IV. Your mobile service provider

**4**- A research study was conducted to examine the clinical efficacy of a new antidepressant. Depressed patients were randomly assigned to one of three groups: a placebo group, a group that received a low dose of the drug, and a group that received a moderate dose of the drug. After four weeks of treatment, the patients completed the Beck Depression Inventory. The higher the score, the more depressed the patient. The data are presented below. Compute the appropriate test.

|  |  |  |
| --- | --- | --- |
| **Placebo** | **Low Dose** | **Moderate Dose** |
| 38 | 22 | 14 |
| 47 | 19 | 26 |
| 39 | 8 | 11 |
| 25 | 23 | 18 |
| 42 | 31 | 5 |

1. State the null and alternate hypothesis in this study? (2.5)

2. Demonstrate the test you choose and why? (2.5)

3. Interpret the findings of the results (3)

**5**- With the growth of internet service providers, a researcher decides to examine whether there is a correlation between cost of internet service per month (rounded to the nearest dollar) and degree of customer satisfaction (on a scale of 1 - 10 with a 1 being not at all satisfied and a 10 being extremely satisfied). The researcher only includes programs with comparable types of services. A sample of the data is provided below.

|  |  |
| --- | --- |
| **Dollars** | **Satisfaction** |
| 11 | 6 |
| 18 | 8 |
| 17 | 10 |
| 15 | 4 |
| 9 | 9 |
| 5 | 6 |
| 12 | 3 |
| 19 | 5 |
| 22 | 2 |
| 25 | 10 |

1.Compute the correlation coefficient. (2)

2.Apply an appropriate test to find the relationship between amount of money spent per month on internet provider service and level of customer satisfaction? Follow steps of hypotheses testing. (6)