****

**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

**PGDM (Sec-C)**

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

**END-TERM EXAMINATIONS, April 2023**

**Set-1**

|  |  |  |  |
| --- | --- | --- | --- |
| 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-** Apple is facing a unique situation in the Indian markets. While its iphone is selling hot cakes, the other products such as the tablet, smart watches etc. need rigorous push. Unable to decode the psyche of the Indian consumer, they want to conduct a research study.

1. Recognize the research objectives for this study? (2)
2. Justify the type of research design and method you propose for this study and why? (2)
3. State the mix of variables that could impact the consumer attitude? Is it possible to represent the same through a theoretical framework? (4)

**2-**Justify with proper reasoning, each of the following sampling methods: (2 \*4)

1. This sampling involves the researcher determining the appropriate sample sizes for the groups identified as important, and then taking convenience samples from those groups
2. For a survey, a village is divided into 5 lanes then each lane is sampled randomly. It is example of
3. a cigarette company wants to find out what age group prefers what brand of cigarettes in a particular city. They surveyed on the age groups of 21-30, 31-40, 41-50, and 51+. From this information, the researcher gauges the smoking trend among the population of the city at their convenience.
4. 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 sampling has been utilized?

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

1. Quality of food at Golden Dragon restaurant
2. Preference for the four colours given
3. Functional specialization in next year
4. Enrolment n0

**4-** A researcher is concerned about the level of knowledge possessed by university students regarding Indian history. Students completed a high school senior level standardized Indian history exam. Major for students was also recorded. Data in terms of percent correct is recorded below for 32 students. Compute the appropriate test for the data provided below.

|  |  |  |  |
| --- | --- | --- | --- |
| **Education** | **Management** | **Behavioral** | **Fine Arts** |
| 62 | 72 | 42 | 80 |
| 81 | 49 | 52 | 57 |
| 75 | 63 | 31 | 87 |
| 58 | 68 | 80 | 64 |
| 67 | 39 | 22 | 28 |
| 48 | 79 | 71 | 29 |
| 26 | 40 | 68 | 62 |
| 36 | 15 | 76 | 45 |

1. State the null and alternate hypothesis in this study? (2)
2. Justify and explain the test (2)
3. Interpret your findings. (4)

5- The table below shows the daily number of shoplifting incidents in a shopping mall, for a given seven-day week and the number of the security guards employed in each of these seven days.

|  |  |
| --- | --- |
| **Number of Shoplifting Incidents** | **Number of Security Guards Employed** |
| 17 | 6 |
| 20 | 6 |
| 23 | 5 |
| 11 | 7 |
| 35 | 4 |
| 32 | 3 |
| 21 | 5 |

a) Apply, using a statistical test the value of the correlation coefficient for these data. Test, at the 1% level of significance, whether there is evidence of correlation in these bivariate data. (2)

b) Justify the statement: “Increasing the number of security guards will result in a decrease in the shoplifting incidents”. Use an appropriate test. Follow steps of hypotheses testing. (6)