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**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

**PGDM (Sec-MA)**

**Third TRIMESTER (Batch 22-24)**

**END-TERM EXAMINATIONS, April 2023**

**Set-I**

|  |  |  |  |
| --- | --- | --- | --- |
| 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**

Q1: Analyze the case:-

1. The following data refers to the salary package (in ` lakhs) offered to MBA graduates having studied at four different business schools. Apply the appropriate test in SPSS to examine whether the difference between the pay packages offered by different business schools can be attributed to chance.

|  |  |  |  |
| --- | --- | --- | --- |
| **A** | **B** | **C** | **D** |
| 22 | 17 | 12 | 8 |
| 19 | 21 | 14 | 7 |
| 15 | 15 | 11 | 10 |
| 24 | 12 | 9 | 9 |
| 18 | 19 | 15 | 12 |

1. Formulate the null and alternate hypotheses in this study? **(2)**
2. Explain how the degrees of freedom were calculated? **(2)**
3. Are there any significant differences between the four testing conditions? Interpret all the important indicators. **(4)**
4. An electrical appliances supplier wishes to investigate the impact of advertising on the sales of his TV Sets. He records the number of monthly advertisements placed on the local radio station and the number of TV sets sold. This is a table of his results.

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Number Of Advertisements(x) | 52 | 37 | 66 | 45 | 77 | 27 | 80 | 19 | 47 | 40 |
| Number of TV Sets Sold (y) | 180 | 115 | 171 | 166 | 177 | 99 | 174 | 100 | 143 | 164 |

Test, at the 5% level of significance, whether there is evidence of correlation between x and y, and explain what conclusions the electrical appliances supplier should make from this value. **(2+6)**

Q2: Identify and explain the scales based on the following statements. **(2\*4)**

1. Consumer preference ranking of restaurants from high to low
2. Height measured in meters, inches, or feet
3. Military ranks.
4. Types of movies (drama, comedy, adventure, documentary).

Q3: Critically examine and justify the sampling scheme used in the following cases. **(2\*4)**

1. A department store that wishes to examine whether it is losing or gaining customers draws a sample from its list of credit card holders, sorted by names in alphabetical order, by selecting every tenth name.
2. Explain the benefit and drawbacks of using a simple random sampling technique
3. Researchers are interested in the segment of a market that drives the majority of sales (for example heavy beer drinkers or light social drinkers). Discuss which sampling technique would be most suitable for usage with this subset? Why?
4. The company has female and male employees and you want to ensure that the sample reflects the gender balance of the company. Further, using random sampling on each sub-group, you get you a representative sample.

Q4: Consumers are becoming more health conscious and gain knowledge through different sources to choose organic food products as an option. Organic food is increasingly viewed as healthier, more environmental-friendly and better tasting than conventional food. One of the organic food company is working to improve consumers’ awareness and inclination toward organic food products by investing in research and development. They want to find out the profiles of target participants and their price sensitivity, personality traits or other influential factors that can lead to better organic food consumption. **(2+4+2)**

1. Justify the type of research design and the method you will propose for the study and why?
2. Identify and explain the variables with the help of a model that can be used for the study?
3. Discuss what sampling method would you choose and why? Explain.

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