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**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

**PGDM MARKETING (Sec- MB)**

**THIRD TRIMESTER (Batch 2022-24)**

**END TERM EXAMINATION, APRIL 2023**

**Set-I**

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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**

Q1: Analyze the following case:-

1. With ‘A’ amount of dollars spend on brand marketing, and ‘B’ spend on product marketing, is there any impact on the sales for product ‘Y’? Using the given dataset

|  |  |  |
| --- | --- | --- |
| Y | A | B |
| 4141 | 59 | 200 |
| 3842 | 59 | 200 |
| 3056 | 59 | 200 |
| 3519 | 59 | 200 |
| 4226 | 59 | 400 |
| 4630 | 59 | 400 |
| 3507 | 59 | 400 |
| 3754 | 59 | 400 |
| 5000 | 59 | 600 |
| 5120 | 59 | 600 |
| 4011 | 59 | 600 |
| 5015 | 59 | 600 |
| 1916 | 79 | 200 |
| 675 | 79 | 200 |
| 3636 | 79 | 200 |
| 3224 | 79 | 200 |
| 2295 | 79 | 400 |
| 2730 | 79 | 400 |
| 2618 | 79 | 400 |
| 4421 | 79 | 400 |

* + - 1. Formulate suitable hypotheses. (2)
      2. Interpret R Square. (1)
      3. Construct the estimating equation (3)
      4. Predict the sales for product Y, when the amount of dollars spend on brand marketing is Rs. 80 and the spend on product marketing is Rs.500   (2)

1. The following are the number of kilometres/litre which a test driver with three different brands of cars has obtained randomly on different occasions.

Car 1: 15 14.5 14.8 14.9

Car 2: 13 12.5 13.6 13.8 14

Car 3: 12.8 13.2 12.7 12.6 12.9 13

Using a 5 per cent level of significance, perform the suitable test to examine the hypothesis that the difference in the average mileage in the three types of cars can be attributed to chance.

1. Formulate the suitable hypotheses for the given problem (2)
2. Justify the test statistic used for testing the hypothesis? (2)
3. Interpret the results at a 5% level of significance (4)

Q2: Identify and explain the scale of measurements based on the following statements.

(2\*4)

1. One column in a data table is the employee's designation (e.g. CEO, Manager and Supervisor).
2. A physiotherapist notes the pain level on high to low. Explain what is the scale of data is being collected by him/her?
3. Hair Colour (e.g. blonde hair, brown hair and black hair)
4. Amount of proteins in a soup

Q3: Under what circumstances would you select: (8)

1. A probability sample?
2. A stratified sample?
3. A non-probability sample?
4. A cluster sample?

Q4: ‘Green marketing’ can be referred to as implementing a sales tool to provide change that can give a sense of satisfaction to the organization and personal goals in preserving the environment. Businesses are thinking about using green marketing strategies to attract the consumers who still care about the environment in making purchases. Hotel accommodation businesses are also competing to use the green hotel marketing concept.

The management of an upcoming hotel chain is working to assess if a green marketing plan should be a profitable technique which they can employ in the hotel sector to deal with the competition. They would like to understand if enhancing the ambiance, layout, design and comfort of a hotel can entice their guests to make more purchases. Based on the results of the survey, hotels are will attempt to draw more visitors to stay at the hotel and spread the positive word of mouth.

1. Identify the research questions and objectives for a research project (2)
2. Identify and explain the variables with the help of a model that can be used for the study? (4)
3. Frame the suitable hypotheses (2)

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