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**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

**PGDM**

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

**REAPPEAR EXAMINATIONS**

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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

**1-**The Indian mutual fund industry has largely been product- led and not sufficiently customer focused. Further there is limited flexibility in fees and pricing structures. The availability of many mutual funds schemes makes an investment decision complex, difficult and complicated. Low customer awareness levels and financial literacy pose the biggest challenge to channelizing household savings into mutual funds. By considering this, Manager of ABC Mutual Fund wants to know saving pattern of investors, investment avenues, awareness about various investments and preference towards mutual funds and their different types. Design an appropriate questionnaire (within one page) using different scales, to study the factors that influence investment behavior of the people and to know the attitude of the respondents towards different investment choices? **(10)**

**2-**Critically examine and justify the sampling scheme used in the following cases. **(2.5\*4=10)**

1. In which of the following nonrandom sampling techniques does the researcher ask the research participants to identify other potential research participants?
2. The type of sampling in which each member of the population selected for the sample is returned to the population before the next member is selected is called
3. An NGO wants to create a diverse sample of girls across five neighboring towns to provide education. The NGO randomly selects towns to form a sample and extend help to the girls deprived of education in those towns.
4. Interviewing hockey players as they exit the arena is an example of what type of sampling

**3-**A pharmaceutical company, which has developed a new hair-growing formulation; wants to test whether to package the liquid in a spray bottle or capped dispenser. They would like to understand the profiles of target participants, price sensitivity, and the desired form and packaging of products. The management must decide on potential advertising methods and channel strategies for the product based on the survey's findings.

a. Outline the research question and objectives for a research project **(4)**

b. Determine the relevant variables. **(3)**

c. Frame the suitable hypotheses. **(3)**

**4-**In the date sets given subscribers are divided based upon contract: prepaid codes as 1 and post-paid codes as 2. They are also recording from how many months the subscribers are associated with the current service provider. Based on the data set, suggest suitable hypothesis, apply test, and Interpret findings. **(10)**

|  |  |
| --- | --- |
| **Type of Contract** | **Month of Usage** |
| 1 | 11 |
| 1 | 14 |
| 1 | 17 |
| 1 | 18 |
| 1 | 18 |
| 1 | 18 |
| 1 | 19 |
| 1 | 20 |
| 1 | 20 |
| 1 | 20 |
| 1 | 20 |
| 2 | 9 |
| 2 | 10 |
| 2 | 12 |
| 2 | 12 |
| 2 | 14 |
| 2 | 12 |
| 2 | 12 |
| 2 | 10 |
| 2 | 11 |