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**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

**PGDM (Sec-A)**

**THIRD TRIMESTER (BATCH 2023-25)**

**ENDTERM EXAMINATION, APRIL 2024**

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| Course Name | **Business Research Methods** | Course Code | **20503** |
| Max. Time | **2 Hours** | Max. Marks | **40 MM** |

INSTRUCTIONS:

1. **All questions are compulsory.**

**Q. No. 1** In the provided scenario, illustrate the possible research types: exploratory, descriptive, or causal. Explanations must stay under 100 words altogether. **(Marks 9)**

In the heart of a vibrant neighborhood, Jake's toy shop stood like a colorful beacon, its windows adorned with playful displays that caught the eye of every passerby. Jake, a cheerful toy enthusiast, noticed a change in the air. New toy stores were popping up around the block, each one adding its own splash of excitement to the bustling streets.

Intrigued by this buzz of activity, Jake embarked on a journey of discovery. He strolled through the lively marketplace, taking in the vibrant sights and sounds of children laughing and playing. Each toy store seemed to have its own unique charm, drawing in families with promises of fun and imagination.

Determined to understand what made these new toy stores so appealing, Jake began to pay closer attention to his own customers. With a twinkle in his eye, he watched as children's faces lit up with joy as they explored the shelves, their tiny fingers reaching out to touch each toy with wonder. He listened intently to the conversations of parents, picking up on the subtle cues that hinted at their preferences.

As Jake delved deeper into his exploration, he couldn't help but wonder what drove his customers to choose one toy store over another. Was it the variety of toys available? The interactive displays? Or perhaps the friendly atmosphere? With these questions swirling in his mind, Jake set out to uncover the secrets behind his customers' choices.

Through playful experimentation, Jake tried out different toy arrangements and themed displays, carefully observing the reactions of his customers. He analyzed the data, looking for patterns and trends that could provide insight into their preferences. And little by little, he began to piece together the puzzle of what made his toy shop special.

In the end, Jake discovered that it wasn't just about the toys themselves or the flashy displays—it was the experience he created for his customers. The laughter and excitement that filled his toy shop were what kept families coming back time and time again. And armed with this newfound understanding, Jake set out to make his toy shop even more inviting, with colorful decorations and special events that sparked joy in every child's heart.

**Q. No. 2**

In the heart of a bustling metropolis, "Café Serenity" stood as an urban oasis, its serene ambiance and artisanal brews drawing in patrons seeking respite from the city's chaos. Steering the café towards success was Ms. Garcia, a visionary marketing research manager known for her dedication to understanding customer needs.

Eager to unlock the secrets of patronage, Ms. Garcia embarked on a journey to delve into the intricacies of Café Serenity's clientele. Armed with a stack of meticulously crafted questionnaires, she set out to capture the essence of the café experience.

"Good morning, dear guests! Your insights are invaluable as we strive to enhance your Café Serenity experience," Ms. Garcia's voice, as soothing as a freshly brewed cup of tea, resonated through the café.

With a keen eye for detail, Ms. Garcia meticulously divided the patrons into distinct groups based on demographics such as age, occupation, and preferred time of visit. By ensuring representation from each segment, she aimed to capture a holistic view of customer attitudes and behaviors.

As the day unfolded, Ms. Garcia observed with fascination as patrons from different demographics shared their thoughts and experiences. From students studying over espresso to professionals networking over lunch, each interaction offered unique insights into the diverse tapestry of Café Serenity's clientele.

With the last questionnaire completed and the café abuzz with conversation, Ms. Garcia retreated to her office to analyze the data. Thanks to her methodical approach, she was able to uncover nuanced patterns and trends that would inform strategic decisions for Café Serenity.

In the days that followed, Ms. Garcia worked tirelessly to translate the insights gleaned from the data into actionable initiatives for the café. From menu enhancements to targeted promotions, each decision was guided by a deep understanding of the diverse needs and preferences of Café Serenity's patrons.

And so, amidst the tranquility of soft jazz and the aroma of freshly ground coffee, Café Serenity flourished under Ms. Garcia's stewardship, a testament to the power of understanding customer preferences in shaping the café experience.

**Questions:**

1) Construct one question each for emotional, cognitive, and behavioral components of attitude.

**(Marks 6)**

2) Identify suitable sampling technique and outline procedure with in 30 words. **(Marks 3)**

3) Plan at least two research objectives relevant to the scenario. **(Marks 2)**

**Q. No. 3**

In the picturesque town of Willow Creek, there's a bustling marketing agency called "Creative Horizon." Renowned for its innovative campaigns and strategic approach, Creative Horizon is dedicated to helping businesses thrive in the competitive market landscape. The agency's marketing team is always on the lookout for ways to boost their clients' success, so they decide to conduct a market research project.

To kick off the project, they want to understand what factors influence consumers' purchasing decisions and what marketing strategies resonate the most with their target audience. They ponder whether consumers who value sustainability might be more inclined to purchase eco-friendly products, or if those who prioritize convenience might prefer online shopping. To gather insights, they decide to collect data through surveys and focus groups.

They reach out to consumers across different demographics and ask about their preferences, habits, and perceptions related to various products and marketing channels. Some consumers express a preference for products with ethical and sustainable attributes, others prioritize affordability and value, and some are drawn to brands with strong social media presence. They also inquire about consumers' preferred marketing channels, whether it's traditional advertising, social media, or influencer endorsements.

Dataset:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Consumer ID** | **Sustainability Preference** | **Convenience Preference** | **Age Group** | **Preferred Marketing Channel** |
| 1 | Yes | No | Young | Social Media |
| 2 | No | Yes | Middle-aged | Online Advertising |
| 3 | Yes | Yes | Young | Social Media |
| 4 | Yes | No | Middle-aged | Traditional Advertising |
| 5 | No | Yes | Young | Influencer Endorsements |
| 6 | Yes | Yes | Middle-aged | Social Media |
| 7 | No | Yes | Young | Online Advertising |
| 8 | Yes | No | Middle-aged | Social Media |
| 9 | Yes | Yes | Young | Influencer Endorsements |
| 10 | No | Yes | Middle-aged | Online Advertising |
| 11 | Yes | No | Young | Social Media |
| 12 | No | Yes | Middle-aged | Traditional Advertising |
| 13 | Yes | Yes | Young | Influencer Endorsements |
| 14 | Yes | No | Middle-aged | Social Media |
| 15 | No | Yes | Young | Online Advertising |

Analyze the data to uncover valuable insights. **(Marks 8)**

**Q. No. 4**

In the lively town of Crestwood, nestled amidst rolling hills and vibrant forests, a progressive human resource consultancy named CrestHR embarked on a mission to optimize employee performance and organizational success. With a blend of expertise and innovation, they delved into a fresh dataset, eager to uncover the factors shaping employee engagement and productivity in the modern workplace.

Their dataset featured an array of metrics, each offering valuable insights into the dynamics of human capital management:

Dependent Variable:

* Employee Performance Rating: A composite rating representing the overall performance of employees, measured on a scale from 1 to 5.

Independent Variables:

* Training Effectiveness: The effectiveness of training programs in enhancing employee skills and performance, measured as a percentage.
* Employee Satisfaction: The level of satisfaction among employees with their job roles and work environment, measured on a scale from 1 to 5.
* Leadership Effectiveness: The effectiveness of leadership in guiding and motivating employees, measured on a scale from 1 to 5.
* Work-Life Balance: The balance between work responsibilities and personal life, influencing employee well-being and productivity, measured on a scale from 1 to 5.
* Compensation Package: The competitiveness and attractiveness of the compensation package offered by the company, measured on a scale from 1 to 5.

Gathered around their cozy meeting table in their modern office space, the CrestHR team eagerly delved into their dataset, poised to extract insights that would drive their clients' human resource strategies to success.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Employee ID** | **Training Effectiveness (%)** | **Employee Satisfaction** | **Leadership Effectiveness** | **Work-Life Balance** | **Compensation Package** | **Employee Performance Rating** |
| 1 | 85 | 4.5 | 4.2 | 4.3 | 4.5 | 4.6 |
| 2 | 70 | 3.8 | 3.5 | 3.9 | 4 | 3.7 |
| 3 | 80 | 4.2 | 4 | 4.1 | 4.3 | 4.4 |
| 4 | 75 | 4 | 3.8 | 4 | 4.1 | 4.1 |
| 5 | 90 | 4.8 | 4.5 | 4.6 | 4.8 | 4.9 |
| 6 | 65 | 3.5 | 3.2 | 3.7 | 3.8 | 3.4 |
| 7 | 82 | 4.3 | 4.1 | 4.4 | 4.2 | 4.5 |
| 8 | 78 | 4.1 | 3.9 | 4.2 | 4 | 4.2 |
| 9 | 88 | 4.6 | 4.3 | 4.7 | 4.7 | 4.8 |
| 10 | 72 | 3.7 | 3.6 | 3.8 | 3.9 | 3.6 |
| 11 | 85 | 4.4 | 4 | 4.2 | 4.3 | 4.5 |
| 12 | 75 | 3.9 | 3.7 | 4.1 | 3.8 | 3.8 |
| 13 | 92 | 4.7 | 4.4 | 4.6 | 4.6 | 4.7 |
| 14 | 68 | 3.6 | 3.3 | 3.5 | 3.7 | 3.3 |
| 15 | 80 | 4.2 | 3.9 | 4.3 | 4.1 | 4.3 |

**Questions:**

1. Interpret the output and evaluate the significance of factors influencing employee productivity in workplace. **(Marks 6)**
2. Assess multicollinearity diagnostics and implement appropriate measures for mitigation if detected. **(Marks 6)**