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**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

**PGDM (Sec-B)**

**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 bustling town, Sara's bakery stood like a warm embrace, its inviting aroma beckoning passersby to step inside. Sara, a passionate baker, noticed a change in the air. New bakeries were popping up around town, each one bringing its own burst of flavor and color to the streets.

Intrigued by this shift, Sara embarked on a journey of discovery. She wandered through the lively marketplace, observing the colorful displays and joyful chatter of customers as they explored the array of treats on offer. Each bakery seemed to have its own unique charm, drawing in crowds with the promise of sweet delights.

Determined to understand what made these new bakeries so popular, Sara began to pay closer attention to her own customers. With a keen eye, she watched as they browsed her shelves, noting the sparkle in their eyes as they admired her creations. She listened intently to their conversations, picking up on the subtle cues that hinted at their preferences.

As Sara delved deeper into her exploration, she couldn't help but wonder what drove her customers to choose one bakery over another. Was it the flavor of the treats? The ambiance of the shop? Or perhaps something else entirely? With these questions swirling in her mind, Sara set out to uncover the secrets behind her customers' choices.

Through trial and error, Sara experimented with different recipes and decorations, carefully noting the reactions of her customers. She analyzed the data, looking for patterns and trends that could provide insight into their preferences. And slowly but surely, she began to piece together the puzzle of what made her bakery special.

In the end, Sara discovered that it wasn't just about the taste of her treats or the beauty of her displays—it was the experience she created for her customers. The warm smiles and friendly conversations that filled her bakery were what kept people coming back time and time again. And armed with this newfound understanding, Sara set out to make her bakery even more welcoming, with colorful decorations and special events that brought people together.

**Q. No. 2**

Settled in a quaint corner of town, "Bella Bites Bakery" showed an irresistible charm, its aroma of freshly baked pastries and brewed coffee enticing patrons from far and wide. At the helm of the bakery's operations was Mr. Thompson, a seasoned marketing research manager known for his meticulous approach to understanding customer preferences.

With a passion for unraveling the intricacies of patronage, Mr. Thompson embarked on a mission to delve deep into the hearts and minds of Bella Bites' clientele. Armed with a stack of carefully crafted questionnaires, he set out to capture the essence of the bakery experience.

"Good morning, cherished guests! Your feedback is invaluable to us as we strive to elevate your Bella Bites experience," Mr. Thompson's voice, as warm as a freshly baked croissant, echoed through the bakery.

Using a systematic approach, Mr. Thompson divided the patrons into distinct groups based on demographics such as age, income, and frequency of visits. By ensuring representation from each segment, he aimed to paint a comprehensive picture of customer attitudes and behaviors.

As the day unfolded, Mr. Thompson observed with keen interest as patrons from different demographics shared their thoughts and experiences. From busy professionals grabbing a quick coffee to families indulging in weekend treats, each interaction offered unique insights into the diverse tapestry of Bella Bites' clientele.

With the last questionnaire completed and the bakery buzzing with activity, Mr. Thompson retreated to his office to analyze the data. Thanks to his methodical approach, he was able to uncover nuanced patterns and trends that would inform strategic decisions for Bella Bites.

In the days that followed, Mr. Thompson worked tirelessly to translate the insights gleaned from the data into actionable initiatives for Bella Bites. From personalized promotions to menu enhancements, each decision was guided by a deep understanding of the diverse needs and preferences of the bakery's patrons.

And so, amidst the aroma of freshly baked delights and the chatter of satisfied customers, Bella Bites Bakery flourished under Mr. Thompson's stewardship, a testament to the power of understanding customer preferences in shaping the bakery 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 vibrant town of Glenwood, there's a forward-thinking consulting firm called "Peak Performance Partners." Renowned for its innovative strategies and commitment to employee development, Peak Performance Partners is dedicated to fostering a culture of continuous learning and growth. The company's HR team is always on the lookout for ways to empower their employees, so they decide to launch a skill-sharing initiative.

To kickstart this initiative, they want to understand what skills their employees are eager to learn and what expertise they can offer in return. They ponder whether employees who excel in project management might benefit from learning about data analysis, or if those skilled in client communication might be able to share insights on negotiation tactics. To gather insights, they decide to collect data from their staff.

They conduct surveys and hold focus group discussions with employees to identify their learning and teaching preferences. Some employees express interest in enhancing their technical skills, others seek to develop their leadership abilities, and some are keen on improving their communication techniques. They also inquire about employees' areas of expertise and willingness to mentor their colleagues.

Dataset:

|  |  |  |  |
| --- | --- | --- | --- |
| **Employee ID** | **Learning Preference** | **Teaching Preference** | **Expertise** |
| 1 | Technical Skills | Mentorship | Project Management |
| 2 | Leadership Development | Workshop Facilitation | Strategic Planning |
| 3 | Communication Skills | Peer Coaching | Client Communication |
| 4 | Technical Skills | Workshop Facilitation | Data Analysis |
| 5 | Leadership Development | Mentorship | Team Leadership |
| 6 | Communication Skills | Peer Coaching | Negotiation Tactics |
| 7 | Technical Skills | Mentorship | Software Development |
| 8 | Leadership Development | Workshop Facilitation | Decision-Making Skills |
| 9 | Communication Skills | Peer Coaching | Presentation Skills |
| 10 | Technical Skills | Workshop Facilitation | Data Visualization |
| 11 | Leadership Development | Mentorship | Conflict Resolution |
| 12 | Communication Skills | Peer Coaching | Active Listening |
| 13 | Technical Skills | Mentorship | Quality Assurance |
| 14 | Leadership Development | Workshop Facilitation | Change Management |
| 15 | Communication Skills | Peer Coaching | Public Speaking |

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

**Q. No. 4**

In the vibrant city of Bayshore, settled along the shimmering shores of a pristine bay, a forward-thinking financial consultancy named BayFin aimed to unravel the mysteries of investment performance. With a fusion of expertise and innovation, they delved into a fresh dataset, eager to uncover the drivers of financial success in the ever-evolving market landscape.

Their dataset featured an array of metrics, each offering valuable insights into investment performance and market dynamics:

Dependent Variable:

* Portfolio Return Rate: The annualized rate of return on investment portfolios, measured as a percentage.

Independent Variables:

* Economic Growth Rate: The annual rate of economic growth, measured as a percentage.
* Interest Rate: The prevailing interest rate, influencing the cost of borrowing and lending, measured as a percentage.
* Stock Market Volatility: The degree of fluctuation in stock prices, indicative of market risk, measured as a standard deviation.
* Inflation Rate: The annual rate of inflation, impacting the purchasing power of money, measured as a percentage.
* Gross Domestic Product (GDP): The total value of goods and services produced within a country's borders, providing insights into overall economic health, measured in billions of dollars.

Gathered around their sleek conference table overlooking the bay, the BayFin team eagerly dove into their dataset, poised to extract valuable insights that would guide their clients' investment strategies to success.

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| --- | --- | --- | --- | --- | --- | --- |
| **Investment ID** | **Economic Growth Rate (%)** | **Interest Rate (%)** | **Stock Market Volatility (%)** | **Inflation Rate (%)** | **Gross Domestic Product (GDP) (Billions)** | **Portfolio Return Rate (%)** |
| 1 | 3.5 | 5 | 12 | 2 | 200 | 8.5 |
| 2 | 4 | 4.5 | 10.5 | 2.5 | 220 | 9 |
| 3 | 3.2 | 5.5 | 14 | 1.8 | 190 | 8 |
| 4 | 3.8 | 4 | 11.5 | 2.2 | 210 | 8.8 |
| 5 | 4.2 | 4.2 | 12.8 | 2.6 | 225 | 9.2 |
| 6 | 3.6 | 5.2 | 13.2 | 1.5 | 205 | 8.3 |
| 7 | 3.9 | 4.3 | 10.8 | 2.8 | 215 | 9.1 |
| 8 | 3.3 | 5.3 | 13.5 | 1.9 | 195 | 8.1 |
| 9 | 4.1 | 4.1 | 11.2 | 2.3 | 230 | 9.5 |
| 10 | 3.7 | 5.1 | 12 | 2.1 | 210 | 8.6 |
| 11 | 4.3 | 4.4 | 10.2 | 2.7 | 235 | 9.3 |
| 12 | 3.5 | 5.4 | 13 | 1.7 | 198 | 8.2 |
| 13 | 4 | 4.2 | 11 | 2.4 | 220 | 9 |
| 14 | 3.8 | 5 | 12.5 | 2 | 205 | 8.7 |
| 15 | 4.2 | 4.3 | 10.7 | 2.5 | 240 | 9.7 |

**Questions:**

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