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**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

**PGDM (Sec-C)**

**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 bustling Metropolis, Emily's cozy coffee shop "Perk-Up" nestled amidst tall buildings, offering a haven for coffee enthusiasts. However, Emily noticed a change in the air as new cafes sprouted across town, each one bursting with vibrant energy.

Curious to understand the secret behind their success, Emily embarked on a journey of exploration. She wandered through the lively streets, observing the bustling crowds and colorful storefronts that dotted the cityscape. Each cafe seemed to tell a story, drawing customers in with its unique charm and inviting ambiance.

Driven by her quest for knowledge, Emily began to unravel the preferences of her own customers. Through friendly conversations and attentive observations, she painted a vivid picture of their tastes and desires. The rich aroma of freshly brewed coffee filled the air as she uncovered the flavors and experiences that resonated most with her patrons.

Yet, Emily's curiosity knew no bounds. Determined to delve deeper, she sought to understand the underlying reasons behind her customers' choices. With determination in her heart, she embarked on a journey of discovery, experimenting with different ideas and analyzing the results.

In the end, Emily discovered the true essence of Perk-Up's success: community. It wasn't just about the coffee or the cozy atmosphere—it was the connections forged between friends over a shared love of caffeine. With this newfound insight, Emily set out to make Perk-Up even more inviting, with colorful events and specials that brought people together.

As the sun set over the city, Perk-Up buzzed with laughter and conversation. The vibrant energy of the cafe mirrored the lively streets outside, a testament to Emily's unwavering dedication to understanding her customers and creating a welcoming space for all.

**Q. No. 2**

In the vibrant heart of the city, amidst the hustle and bustle, "Savor & Serve" stood as a beacon of culinary delight. Leading the charge in understanding customer satisfaction was Ms. Rodriguez, a seasoned marketing research manager renowned for her strategic acumen and attention to detail.

With a diverse clientele spanning all walks of life, Ms. Rodriguez recognized the importance of ensuring representative insights. Armed with a carefully curated list of demographics, she set out to capture the voices of Savor & Serve's patrons with precision.

"Good morning, esteemed guests! Your feedback is invaluable to us as we strive to enhance your Savor & Serve experience," Ms. Rodriguez's voice, rich with warmth, reverberated throughout the café.

Using a methodical approach, Ms. Rodriguez divided the patrons into distinct groups based on demographics such as age, gender, and occupation. By ensuring proportional representation from each group, she aimed to capture a comprehensive understanding of customer attitudes and behaviors.

The questionnaire journey commenced with a meticulous selection process, with patrons carefully chosen from each demographic group to participate. From young professionals to retirees, every segment of Savor & Serve's clientele was given a voice in shaping the future of the café.

As the day unfolded, Ms. Rodriguez observed with keen interest as patrons from different demographics shared their thoughts and experiences. From bustling business meetings to leisurely brunches, each interaction offered unique insights into the diverse tapestry of Savor & Serve's clientele.

With the last questionnaire completed and the café abuzz with chatter, Ms. Rodriguez retreated to her office to analyze the data. Thanks to the methodical approach employed, she was able to uncover nuanced patterns and trends that would inform targeted strategies for customer engagement.

In the days that followed, Ms. Rodriguez worked tirelessly to translate the insights gleaned from the data into actionable initiatives for Savor & Serve. From tailored promotions to personalized menu offerings, each decision was guided by a deep understanding of the diverse needs and preferences of the café's patrons.

And so, amidst the symphony of flavors and aromas, Savor & Serve thrived under Ms. Rodriguez's stewardship, a testament to the power of ensuring representation in capturing the voices of a diverse customer base.

**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 bustling town of Meadowvale, there's a dynamic software company called "Tech Innovate." Known for its cutting-edge solutions and innovative culture, Tech Innovate is committed to nurturing its talented workforce. The company's HR team is always exploring new ways to support employee growth and development, so they decide to implement a mentorship program.

To kick off the program, they want to understand what types of mentorship arrangements would best suit their employees. They ponder whether employees who are new to the company might benefit from mentorship with senior colleagues, or if those seeking career advancement might prefer mentors from different departments. To gather insights, they decide to collect data from their staff.

They engage in one-on-one conversations with each employee and ask about their preferences regarding mentorship. Some employees express interest in mentorship with senior leaders, others prefer mentorship with peers, and some are open to cross-departmental mentorship. They also inquire about the specific areas in which employees seek guidance, whether it's technical skills, leadership development, or career planning.

**Dataset:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Employee ID** | **Career Aspiration** | **Preferred Mentorship Type** | **Preferred Mentorship Area** |
| 1 | Technical Skills | Senior Leaders | Software Development |
| 2 | Leadership Development | Peers | Team Collaboration |
| 3 | Career Advancement | Cross-Departmental | Project Management |
| 4 | Technical Skills | Senior Leaders | Product Innovation |
| 5 | Leadership Development | Senior Leaders | Strategic Planning |
| 6 | Career Advancement | Cross-Departmental | Client Relationship Management |
| 7 | Technical Skills | Peers | Coding Best Practices |
| 8 | Leadership Development | Senior Leaders | Decision-Making Skills |
| 9 | Career Advancement | Cross-Departmental | Business Development |
| 10 | Technical Skills | Senior Leaders | Data Analysis |
| 11 | Leadership Development | Peers | Communication Skills |
| 12 | Career Advancement | Cross-Departmental | Project Leadership |
| 13 | Technical Skills | Senior Leaders | Quality Assurance |
| 14 | Leadership Development | Peers | Conflict Resolution |
| 15 | Career Advancement | Cross-Departmental | Marketing Strategy |

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

**Q. No. 4**

In the bustling town of Harborview, nestled on the shores of a picturesque bay, a dynamic marketing agency named HarborWave embarked on a mission to revolutionize digital marketing strategies for their diverse clientele. With a blend of expertise and innovation, they delved into a fresh dataset, aiming to uncover the key factors driving marketing success in the digital era.

Their dataset comprised a variety of metrics, each providing valuable insights into consumer behavior and marketing performance:

Dependent Variable:

* Marketing Effectiveness Score: A composite score representing the overall effectiveness of marketing efforts, ranging from 0 to 100.

Independent Variables:

* Social Media Engagement: The level of engagement on social media platforms, measured as a percentage.
* Email Open Rate: The percentage of recipients who opened marketing emails.
* Website Traffic: The number of visitors to the company's website, measured in thousands.
* Customer Satisfaction Rating: A rating provided by customers indicating their level of satisfaction with the product or service, on a scale from 1 to 5.
* Campaign Expenditure: The amount of money spent on marketing campaigns, measured in thousands of dollars.

Gathered around their sleek conference table overlooking the harbor, the HarborWave team delved into their dataset, eager to uncover insights that would drive their clients' marketing strategies forward..

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| --- | --- | --- | --- | --- | --- | --- |
| **Customer ID** | **Social Media Engagement (%)** | **Email Open Rate (%)** | **Website Traffic (thousands)** | **Customer Satisfaction Rating** | **Campaign Expenditure ($K)** | **Marketing Effectiveness Score** |
| 1 | 80 | 25 | 100 | 4 | 100 | 85 |
| 2 | 70 | 20 | 90 | 3 | 120 | 80 |
| 3 | 85 | 22 | 110 | 4 | 90 | 90 |
| 4 | 75 | 18 | 85 | 3 | 110 | 75 |
| 5 | 90 | 30 | 120 | 5 | 130 | 95 |
| 6 | 78 | 23 | 95 | 4 | 105 | 82 |
| 7 | 82 | 27 | 105 | 4 | 115 | 88 |
| 8 | 72 | 21 | 88 | 3 | 95 | 78 |
| 9 | 88 | 24 | 115 | 5 | 140 | 92 |
| 10 | 80 | 26 | 100 | 4 | 100 | 85 |
| 11 | 75 | 19 | 87 | 3 | 105 | 77 |
| 12 | 85 | 28 | 105 | 4 | 120 | 88 |
| 13 | 77 | 22 | 92 | 3 | 95 | 80 |
| 14 | 82 | 25 | 98 | 4 | 110 | 84 |
| 15 | 79 | 23 | 94 | 3 | 100 | 79 |

**Questions:**

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