****

**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

**PGDM (Sec MA)**

**THIRD TRIMESTER (Batch 2024-26)**

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

**INSTRUCTIONS:**

1. Attempt all questions, marks are indicated after each question

2. Attempt questions as per sequence & mention the correct question and subpart number

**Q. No. 1** Fit Fuel India, a new entrant in the nutritional beverages space, is planning to introduce plant-based protein shakes targeting fitness enthusiasts and working professionals. With increasing lactose intolerance, veganism, and interest in high-protein diets, Fit Fuel wants to assess the demand, preferences, and willingness to pay for such products across metro and tier-2 cities in India. They also want to understand if factors like lifestyle, age, gender, occupation, and income influence preferences.

a. Which research design(s) and method would be most appropriate for Fit Fuel? Justify an argument. **(2 marks)**

b. State any two hypotheses for this research. **(2 marks)**

c. Identify the respondents for this research. Justify. **(2 marks)**

**Q. No. 2** Case: Healthy Snacking Behaviour in Urban Millennials

With rising health awareness among urban millennials, brands offering healthy snacks (like baked chips, trail mixes, protein bars, etc.) are booming. However, competition is stiff, and consumer loyalty is low. A new brand, Snack Fit, wants to explore the factors that drive millennial snack choices: taste, price, brand trust, dietary needs, and packaging aesthetics and how these influence their repurchase intentions for healthy snacks.

Create a questionnaire based on the research question: How do taste preference, health concern, pricing perception, and brand trust influence millennials repurchase intentions for healthy snacks?

Mention and justify the measurement scale used. **(8 Marks)**

**Q. No. 3** Justify and explain each of the following sampling methods **(1.5\*4 = 6 marks)**

Sampling Techniques in Retail and Services

1. A nationwide grocery chain wants to understand shopping behavior. Customers are grouped by income brackets, and then a random sample is drawn from each bracket in proportion to their population size. **(1.5 marks)**
2. A bookstore wants to analyze buying preferences. They select one customer randomly from the database and then pick every 12th customer. **(1.5 marks)**
3. An online clothing brand selects 500 customers randomly from its entire database to receive a feedback form, giving each customer an equal probability of selection. **(1.5 marks)**
4. To gauge student opinions on campus cleanliness, the management surveys class representatives from each department assuming they reflect the views of all students. **(1.5 marks)**

**Q. No. 4** Case (Impact of Packaging Type on Sales): A company tests the sales of a snack in three different packaging types: Eco-Friendly, Premium, and Standard at different stores.

Use SPSS to check if packaging type significantly affects product sales at 5 per cent level of significance. If the result is significant, perform post hoc analysis and provide the interpretation of the analysis. **(10 marks)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Packaging Type** | **Store A** | **Store B** | **Store C** | **Store D** | **Store E** |
| Eco-Friendly | 15 | 17 | 14 | 16 | 15 |
| Premium | 22 | 25 | 21 | 23 | 24 |
| Standard | 12 | 13 | 11 | 13 | 14 |

**Q. No. 5**

The following table gives the data on the purchased quantity, cost and salary of a commodity for the period 2005 to 2014.

|  |  |  |  |
| --- | --- | --- | --- |
| **Year** | **Consumption** | **Cost** | **Salary** |
| 2005 | 100 | 5 | 1000 |
| 2006 | 75 | 7 | 600 |
| 2007 | 80 | 6 | 1200 |
| 2008 | 70 | 6 | 500 |
| 2009 | 50 | 8 | 300 |
| 2010 | 65 | 7 | 400 |
| 2011 | 90 | 5 | 1300 |
| 2012 | 100 | 4 | 1100 |
| 2013 | 110 | 3 | 1300 |
| 2014 | 60 | 9 | 300 |

**Questions**

1. Conduct an appropriate test to determine whether cost and salary factors influence consumption following steps of hypothesis testing.Estimate R2, interpret it and test for its statistical significance **(5 marks)**

2. Estimate the regression equation of the consumption on the cost and salary. **(2 marks)**

3. If the company changes cost value from 3 to 2 and salary from 1300 to 1500 what is the expected change in consumption? **(3 marks)**