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**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

**PGDM (Sec MB)**

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

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| 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** Green Grains, an organic cereal and muesli brand, wants to launch a “No Sugar, No Gluten” breakfast cereal in India. The brand believes there's a market for health-conscious customers, especially those who are diabetic, gluten-sensitive, or following keto/paleo diets. Green Grains wants to find out whether the preferences for sugar-free/gluten-free options vary by health status, age, region, and dietary patterns.

a. Which research design(s) and method would be most appropriate for Green Grains? Justify. **(3 marks)**

b. State any two hypotheses for this research. **(3 marks)**

**Q. No. 2** Case: Online Learning Preferences among MBA Students

Post-COVID, online learning platforms have gained massive traction in management education. An EdTech company, Biz School, is planning a specialized MBA content platform with live sessions, AI-based adaptive tests, and industry mentoring. They want to understand what factors: content relevance, faculty quality, tech experience, and price affordability impact MBA students’ intention to subscribe.

Create a questionnaire based on the research question: How do content quality, teaching effectiveness, tech ease, and pricing influence MBA students’ likelihood to subscribe to a new online learning platform?

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 for Market Entry and Advertising Research

1. a. A beverage company wants to enter the Indian market. Consumers are grouped based on region (North, South, East, West), and samples are drawn randomly from each region proportionally. **(1.5 marks)**
2. b. A telecom firm surveys every 10th mobile subscriber on their contact list, starting with a randomly selected number. **(1.5 marks)**
3. A radio station randomly selects listeners from a master list of subscribers to understand listening patterns. **(1.5 marks)**
4. A food brand conducts a taste test and gathers opinions only from food bloggers, believing they can predict the public's opinion. **(1.5 marks)**

**Q. No. 4**. Case (Effect of Employee Training Method on Performance): A company uses three training methods: Online, Classroom, and On-the-Job and tracks employee performance scores post-training.

Using SPSS, test if there are significant differences in performance across training methods. If yes, run an appropriate post hoc test and provide the interpretation of the analysis. **(10 marks)**

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| --- | --- | --- | --- | --- | --- |
| **Training Method** | **Emp 1** | **Emp 2** | **Emp 3** | **Emp 4** | **Emp 5** |
| Online | 78 | 82 | 80 | 79 | 81 |
| Classroom | 88 | 85 | 87 | 89 | 90 |
| On-the-Job | 72 | 70 | 74 | 73 | 75 |

**Q. No. 5**

The following table gives the data on the quantity demanded, price and income of a commodity for the period 1996 to 2005.

|  |  |  |  |
| --- | --- | --- | --- |
| **Year** | **Demand** | **Price** | **Income** |
| 1996 | 100 | 5 | 1000 |
| 1997 | 75 | 7 | 600 |
| 1998 | 80 | 6 | 1200 |
| 1999 | 70 | 6 | 500 |
| 2000 | 50 | 8 | 300 |
| 2001 | 65 | 7 | 400 |
| 2002 | 90 | 5 | 1300 |
| 2003 | 100 | 4 | 1100 |
| 2004 | 110 | 3 | 1300 |
| 2005 | 60 | 9 | 300 |

**Questions**

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

2. Estimate the regression equation of the demand on the price and income. **(2 marks)**

3. If the company changes prices value from 3 to 2 and income from 1300 to 1500 what is the expected change in demand? **(3 marks)**