

Code No: 741AF

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**MBA I Semester Examinations, January-2018****BUSINESS RESEARCH METHODOLOGY****Time: 3hours****Max.Marks:75****Note:** This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A.

Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A**5 × 5 Marks = 25**

- 1.a) How can a researcher handle the issue with reliability? [5]
- b) What are major sources of gathering secondary data? Explain. [5]
- c) What is the significance of hypothesis testing in managerial decision making? [5]
- d) Differentiate between hierarchical clustering and non-hierarchical clustering. [5]
- e) Briefly explain the challenges of the oral presentation. [5]

PART - B**5 × 10 Marks = 50**

2. Identify the level of data measurement in the following examples. Explain the statistical tests that can be used for these measurement.
 - a) Preferred mode of payment (Cash, Net Banking, Credit Card)
 - b) Age (in completed years) _____
 - c) Rank the order of preference for shopping clothes (Flipkart, Amazon, Myntra). [10]

OR

3. Explain the following terms
 - a) Hypothesis and Proposition
 - b) Predictor and Criterion variable
 - c) Applied and Basic research
 - d) Moderating and Mediating variable. [10]

4. What are the steps involved in the questionnaire design process? Explain briefly. Design a sample questionnaire for understanding the "Brand Switching" behaviour among telecom consumers. [10]

OR

5. What is Research Design? What are the types of design available based on time dimension and purpose of study? Explain with relevant case scenarios. [10]

6. Explain the following terms with suitable examples

- a) Spurious Correlation
- b) Cross Tabulation
- c) Frequency Distribution
- d) Type I and Type II error. [10]

OR

7. In a survey conducted among 45 respondents, data were obtained on Brand X about usage, sex, awareness, attitude, preference, intention and loyalty towards the brand. Usage coded on 3 points (1-light, 2-medium, 3-heavy), Sex as (1-female, 2-male) and other variables were measured on 7-point scale (1-very unfavourable, 7-very favourable). Interpret the tables and provide answers to the following questions.

User Group * Sex Crosstabulation

Count		Sex		Total
		Female	Male	
User Group	Light Users	14	5	19
	Medium Users	5	5	10
	Heavy Users	5	11	16
Total		24	21	45

- a) Interpret the results of the above table
 b) Do male and female differ in their awareness, attitude and loyalty for Brand X. Justify your answers based on the following table. [4+6]

Group Statistics

	Sex	N	Mean	Std. Deviation	Std. Error Mean
Awareness of Brand X	Female	23	3.57	1.903	.397
	Male	21	4.86	1.652	.360
Attitude toward Brand X	Female	24	3.58	1.998	.408
	Male	20	4.65	1.663	.372
Loyalty for Brand X	Female	23	4.17	1.696	.354
	Male	21	3.71	1.678	.366

8. A sample study conducted among 20 respondents captured the preference for sneakers on a 7-point scale (1-not preferred, 7-greatly preferred). The respondents were also asked to evaluate the sneakers based on three characteristics (comfort, style and durability) on 7-point scale (1-poor, 7-excellent). Interpret the following table and provide answers to the following questions.

Descriptive Statistics

	Mean	Std. Deviation	N
Preference for Sneakers	3.85	1.899	20
Comfort	4.15	1.182	20
Style	3.75	1.650	20
Durability	4.25	1.773	20

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.741 ^a	.548	.464	1.391

a. Predictors: (Constant), Durability, Style, Comfort

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37.599	3	12.533	6.479	.004 ^b
	Residual	30.951	16	1.934		
	Total	68.550	19			

a. Dependent Variable: Preference for Sneakers

b. Predictors: (Constant), Durability, Style, Comfort

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.539	1.183		-.455	.655
	Comfort	.258	.360	.161	.717	.484
	Style	.504	.234	.438	2.152	.047
	Durability	.336	.214	.313	1.571	.136

a. Dependent Variable: Preference for Sneakers

- What is the significance of 'R Square' statistic in Model summary?
- What is the impact of the three independent variables on the dependent variable?
- Is the regression relationship significant? [4+4+2]

OR

- What are the steps in performing cluster analysis?
 - Under what circumstances a researcher should apply cluster analysis. [5+5]
10. What type of report would you suggest for the following cases?
- The regional manager has asked you to prepare a forecast of promotional budget requirements for your region for the upcoming FY.
 - The Department of Women and Child Health has allotted a grant to study the relationship between dengue awareness campaigns and subsequent improvement in healthcare of a particular locality. [5+5]

OR

11. Explain with suitable example the appropriate way of presenting tables and graphs in the research report. [10]

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