MBAC 1005

M.B.A. DEGREE EXAMINATION, DECEMBER 2019.

First Semester

General (Common)

RESEARCH METHODOLOGY

Time : Three hours   Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define research and discuss the need for business research.

2. Define hypothesis and explain the types of hypothesis.

3. Distinguish between Exploratory and Formal studies.

4. What are the characteristics of a good sample design?

5. What is chi-square test? Explain its significance in statistical analysis.

6. What is meant by Annova? Highlight its uses in research analysis of business.

7. Give a brief overview of the data-preparation process.

8. List and discuss the two major observation methods used in descriptive research and at least one advantage and one disadvantage for each of the two major observation methods.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss various stages involved in the Business Research Process with a suitable example.

10. Define Research Design and types of various research designs.

11. List and discuss the four commonly used non-probability sampling techniques used in business researches.

12. State the importance of the research report and its presentation for a research project.

13. Discuss various elements/components that are included in a Research Proposal with suitable examples.

14. Master Computers estimated last year that 35 per cent of potential software buyers were planning to wait to purchase the new operating system, Window Panes, until an upgrade had been released. After an advertising campaign to reassure the public, Master Computers surveyed 3,000 people and found 950 who were still skeptical. At the 5 per cent significance level, can the company conclude the proportion of skeptical people has decreased?

15. An outdoor advertising company must know whether significantly different traffic volumes pass three billboard locations in Newark because the company charges different rates for different traffic volumes. The company measures the volume of traffic at the three locations during randomly selected 5-minute intervals. The table shows the data gathered. At the 0.05 level of significance, Are the volumes of traffic passing the three billboards the same?

Volume of Traffic

Billboard 1	30	45	26	44	18	38	42	29	-
Billboard 2	29	38	36	21	36	18	17	30	32
Billboard 3	32	44	40	43	24	28	18	-	-

16. From the following data calculate Karl Pearson's coefficient of skewness:

Marks more than	0	10	20	30	40	50	60	70	80
No. of students	150	140	100	80	80	70	30	14	0

PART C — (1 × 20 = 20 marks)

Compulsory questions.

Case study.

17. A case study on white goods and readymade garments Retail industry's doldrums.

The Retailers of white goods and readymade garments in Kanchipuram district face crisis' in the recent times. In the recent Years, they observed that the number of customers visiting their shops slowly came down and the sales were affected very much. In the recent meeting of the traders' association, the topic was discussed. Many retailers agreed that average number of customers visiting the shops gradually on the declining side, in spite of the growth in the various economic indicators.

Kanchipuram district is situated on the northern East Coast of Tamil Nadu, is adjacent by Bay of Bengal and Chennai city, and is bounded in the west by Vellore and Thiruvannamalai district, in the north by Thiruvallur district and Chennai district, in the south by Villuppuram district in the east by Bay of Bengal. For administrative reasons, the district has been divided into 3 revenue divisions comprising of 8 taluks with 1214 revenue villages.

In the recent years, the district witnessed exponential growth in various industries. The district is known for its traditional Kanchipuram silk sarees and production of raw silk and agriculture. The district is one of the highly industrialized areas in the state of Tamilnadu Besides MNCs like Ford, Hyundai, Saint Gobain, National Air Conditioner of Japan, Indian software giants Infosys, Wipro, and TCS are having their outfits in Kanchipuram district. Out of 17 Small Industries Promotion Corporation of Tamil Nadu's Industrial parks, 4 of them located in Kanchipuram district, in addition to special economic zones and export processing zones. The district has accommodated 100s of arts and engineering colleges and many universities. As per as the per capita income is concerned, for many years the district is within top 5 districts in the state.

Many retailers of white goods and readymade garments pointed out that they have invested huge amount on inventory and shop modernization activities; huge budget is also allocated for advertisements — for both local television channels and newspaper insertions.

Many of the white goods and garment retail outlets are air-conditioned and the interiors are typical to that of the leading outlets in Chennai. The servicing setup also changed to modern Organisational setups, where the sales persons are given with uniforms, and customer service professionals also appointed by many outlets.

The retailer association concluded that a research might through light on this issue and suitable action plan might be drawn upon to bring back the glory of retail industry in the district. The President of the association has decided to contact research agency. If you are the research agency, what is your research proposal for Kanchipuram White goods and garments retailers association?