

**ST. PHILOMENA'S COLLEGE (AUTONOMOUS), MYSORE****PG DEPARTMENT OF COMMERCE****QUESTION BANK { Revised Curriculum (LOCF ) - 2020-22 Batch }****SECOND YEAR- THIRD SEMESTER (2020-22 Batch)****Sub: Code-C0220 COURSE TITLE (PAPER TITLE): BUSINESS RESEARCH METHODOLOGY  
QP Code: 83322**

<b>UNIT</b>	<b>Sl. No.</b>	<b>QUESTIONS</b>	<b>MARKS</b>
1	1.	What is the need of research? Briefly explain.	5
1	2.	Write a note on Applied Vs. Fundamental research.	5
1	3.	Write a note on Quantitative Vs. Qualitative research.	5
1	4.	Write a note on Conceptual Vs. Empirical research.	5
1	5.	Write a brief note on Exploratory research with example.	5
1	6.	What is descriptive research? Explain with illustrations.	5
1	7.	Describe Causal research with example.	5
1	8.	What is the difference between exploratory and conclusive research? Briefly explain.	5
1	9.	Describe Conclusive research with example.	5
1	10.	Briefly explain the qualities of a good research.	5
2	11.	What is hypothesis? Briefly explain with examples.	5
2	12.	What is of more value to the corporate world-basic, fundamental or applied research? Justify your reasoning.	5
2	13.	Write a note on dependent variable with example.	5
2	14.	Write a note on Independent variable with example.	5
2	15.	What is Moderating variables? Explain with illustration.	5
2	16.	Briefly explain the intervening variables with example.	5
2	17.	Briefly explain the extraneous variable with illustrations.	5
2	18.	Write a note on review of literature.	5
2	19.	Briefly discuss ethical issues of business research.	5
2	20.	Ethics is important in business research. Discuss.	5
2	21.	Write a note on ethical issues related to business research.	5
2	22.	Write a brief note on role of computers in research.	5
2	23.	What is the role of computer in business research? Briefly explain.	5
2	24.	What are cross-sectional studies? Briefly explain.	5
2	25.	What are longitudinal studies? Briefly explain.	5
2	26.	Describe the research design in case of exploratory research studies.	5
3	27.	Briefly explain the research design in case of descriptive and diagnostic research studies.	5
3	28.	Distinguish between convenience and purposive sampling	5
3	29.	Distinguish between systematic and stratified sampling.	5
3	30.	Distinguish between cluster and area sampling.	5
3	31.	Under what circumstances would you recommend a stratified sample? Briefly explain.	5
3	32.	Under what circumstances would you recommend a cluster sample? Discuss.	5
3	33.	Write a note on systematic sampling.	5

3	34.	Briefly explain stratified sampling with example.	5
3	35.	Write a note on cluster sampling.	5
3	36.	What is multi stage sampling? Explain with example.	5
3	37.	Distinguish between quota sampling and snow ball sampling.	5
3	38.	An economist is interested in estimating the average monthly household expenditure on food items by the households of a town. Based on past data, it is estimated that the standard deviation of the population on the monthly expenditure on food item is Rs. 30. With allowable error set at Rs. 7, estimate the sample size required at a 90 percent confidence. ( $Z=1.645$ )	5
3	39.	You are given a population with a standard deviation 8.6. Determine the sample size needed to be estimate the mean of the population within + or - 0.5 with a 99 percent confidence. ( $Z=2.575$ ).	5
3	40.	A manager of a department store would like to study women's spending per year on cosmetics. He is interested in knowing the population proportion of women who purchase their cosmetics primarily from his store. If he wants to have a 90 percent confidence of estimating the true proportion to be within + or - 0.045, what sample size is needed? ( $Z= 1.645$ )	5
3	41.	Write short note on Pilot Study.	5
3	42.	What is primary data collection? Discuss.	5
3	43.	What is secondary data collection? Briefly explain.	5
3	44.	Briefly explain observation method of research.	5
3	45.	Write brief note on interview method of data collection.	5
3	46.	What is focus group discussion in research? Describe.	5
3	47.	Distinguish between Focus group discussion and personal interviews.	5
3	48.	Write short note on content analysis.	5
3	49.	What are open-ended questions? Briefly explain with examples.	5
3	50.	What are close-ended questions? Briefly explain with examples.	5
3	51.	Distinguish between open-ended and closed-ended questions.	5
3	52.	Distinguish between dichotomous questions vs. multiple-choice questions.	5
3	53.	What is single item Vs multiple item scale? Briefly explain with examples.	5
3	54.	What is Likert Scale? Briefly explain with examples.	5
3	55.	Write a note on reliability.	5
3	56.	Write a note on validity.	5
4	57.	Write a note on test-retest reliability.	5
4	58.	Write a note on split-half reliability.	5
4	59.	Write a note on cronbach alpha.	5
4	60.	Write a note on content validity.	5
4	61.	Briefly explain the three components of attitude in research.	5
4	62.	What are the types of measurement scale? Briefly explain.	5
4	63.	Briefly explain nominal scale with examples.	5
4	64.	What is ordinal scale? Illustrate with examples.	5
4	65.	What is interval scale? Illustrate with examples.	5
4	66.	Distinguish between single item Vs multiple item scale.	5
4	67.	Write a note on semantic differential scale.	5

4	68.	Write a note on Likert scale.	5
4	69.	What is measurement error? Briefly explain.	5
4	70.	What is data editing? Briefly explain.	5
4	71.	Write short notes on: (a) Histograms (b) Statistical software packages.	5
4	72.	Write a note on coding.	5
4	73.	What are non-parametric tests? How are they different from parametric test? Briefly explain.	5
4	74.	What is a chi-square test? Point out its applications.	5
4	75.	Write a note on correlation.	5
4	76.	Write a note on regression analysis.	5
4	77.	Write a note on ANOVA.	5
4	78.	Distinguish between parametric and non-parametric tests.	5
4	79.	Distinguish between descriptive Vs Inferential analysis.	5
4	80.	What is univariate analysis of data? Illustrate with suitable example.	5
4	81.	What is multivariate analysis of data? Illustrate with example.	5
4	82.	What is bivariate analysis of data? Illustrate with suitable example.	5
4	83.	What is univariate, bivariate and multivariate analysis in research? Briefly explain.	5
4	84.	What is Null hypothesis? Briefly explain with example.	5
4	85.	What is Alternative hypothesis? Briefly explain with example.	5
4	86.	Write a note on level of significance in testing of hypotheses.	5
4	87.	Briefly explain null and alternative hypothesis with suitable examples.	5
4	88.	What is one and two-tailed test? Briefly explain.	5
4	89.	Write a note on type I and type II error.	5
4	90.	Briefly explain the term 'level of significance' in research.	5
4	91.	What is the importance of report writing? Briefly explain.	5
4	92.	Distinguish between brief report and long report.	5
4	93.	Distinguish between technical and business report.	5
4	94.	Write a note on APA style of referencing with examples.	5
4	95.	Write a note on MLA style of referencing with examples.	5
4	96.	Write a note on CMS style of referencing with examples.	5
4	97.	Write a brief note on most frequently used statistical software packages used in data management and data analysis in research.	5
1	98.	What do you mean by research? Explain its significance in modern times.	10
1	99.	How do you define a research problem? Give three examples to illustrate your answer.	10
1	100.	What is research problem? Define the main issues which should receive the attention of the researcher in formulating the research problem. Give suitable examples to elucidate your points.	10
1	101.	What is the necessity of defining a research problem? Explain.	10
1	102.	Describe the features of good research study.	10
1	103.	Write a comprehensive note on the task of defining a research problem.	10
1	104.	Discuss the importance of research in business.	10
1	105.	Briefly explain the research variables.	10

1	106.	Briefly describe the different steps involved in a research process.	10
1	107.	What are the steps in a typical research? Explain in detail.	10
1	108.	Explain the steps in developing research proposal.	10
1	109.	"Identification, selection and formulation of research problem is an important step in conducting research"-Elucidate.	10
2	110.	"The manager/researcher is not equipped to arrive at a focused and precise research question, till he carries out a thorough inventory check of the problem area." Examine the above statement and justify with examples why you agree/disagree with it.	10
2	111.	Select a research problem, enlist the variables in the problem and formulate a theoretical framework to demonstrate the link between the variables under study.	10
2	112.	Hypotheses are the guiding force in any research study.' Justify and explain.	10
2	113.	Explain dependent, independent and extraneous variables with suitable examples.	10
2	114.	Describe the ethical issues involved in research.	10
2	115.	What is the role of computers in research? Briefly explain.	10
2	116.	Does exploratory research always lead to conclusive research? Give adequate examples to explain your perspective.	10
2	117.	How would you define a research design? What are the significant elements of a research design? Illustrate with examples.	10
2	118.	Explain the meaning and significance of a research design.	10
2	119.	Give your understanding of a good research design. Is single research design suitable in all research studies? If not, why?	10
2	120.	What do you mean by sample design? What points should be taken into consideration by a researcher in developing a sample design for a research project.	10
2	121.	Explain the meanings of sample and sample design. Briefly discuss some popular sample designs used in research.	10
2	122.	Under what circumstances stratified random sampling design is considered appropriate? How would you select such sample? Explain by means of an example.	10
2	123.	Explain and illustrate the procedure of selecting a random sample.	10
2	124.	Why probability sampling is generally preferred in comparison to non-probability sampling? Explain the procedure of selecting a simple random sample.	10
2	125.	What is the need of sampling? Discuss various probability sample techniques by giving their merits and demerits.	10
3	126.	What is sampling? Discuss different sampling methods.	10
3	127.	How do you distinguish between probability sampling and non-probability sampling?	10
3	128.	Differentiate between the stratified random sampling and systematic sampling.	10
3	129.	What is the significance of the concept of standard error in a sampling analysis?	10
3	130.	Discuss any four sampling techniques with their relative merits and drawbacks.	10
3	131.	Briefly describe the different types of sampling techniques with examples.	10
3	132.	List the similarities and differences between the quota sampling and stratified sampling.	10
3	133.	What is a systematic sample? How is it selected? What are the advantages and disadvantages of systematic sample?	10
3	134.	Distinguish between secondary and primary methods of data collection. Is it possible to use secondary data methods as substitute of primary methods? Justify your answer with suitable illustrations.	10

3	135.	How can secondary data be classified? Elaborate on each type with suitable examples.	10										
3	136.	Distinguish between internal and external sources of data collection. In what situations would you recommend the usage of one over the other?	10										
3	137.	Discuss interview as a technique of data collection.	10										
3	138.	Distinguish between qualitative from Quantitative sources of data collection.	10										
3	139.	What are focus group discussions? Under what circumstances should they be used?	10										
4	140.	What is the observation method? What are the different types of observation methods available to the researcher? Elaborate with suitable examples.	10										
4	141.	Explain the interview method of data collection. What are the advancements that have been made in the technique? How has technology helped in the conduction of interviews?	10										
4	142.	Distinguish between focus group discussions and personal interviews.	10										
4	143.	Under what circumstances stratified random sampling design is considered appropriate? How would you select such sample? Explain by means of an example.	10										
4	144.	Briefly explain the criteria for question design.	10										
4	145.	Define attitude. Briefly explain the three components of attitude in measurement and scaling.	10										
4	146.	Briefly explain the concepts of reliability and validity.	10										
4	147.	What is scaling? Describe the various scaling techniques used in business research.	10										
4	148.	What are the criteria of a sound questionnaire? How can one improve the quality of the instrument designed?	10										
4	149.	Describe the procedure of questionnaire design.	10										
4	150.	How do you edit a questionnaire? Give suitable examples.	10										
4	151.	How do you code data? Discuss by giving suitable examples.	10										
4	152.	What is tabulation of data? How does tabulation help in data analysis? Give two examples to illustrate your answer.	10										
4	153.	Processing of data involves editing, coding, classifying and tabulating. Explain each of these steps by taking an appropriate research example.	10										
4	154.	Distinguish between descriptive and inferential analysis.	10										
4	155.	State the difference between parametric tests and non-parametric tests.	10										
4	156.	What are the advantages and disadvantages of non-parametric tests?	10										
4	157.	What is chi-square test? Briefly explain.	10										
4	158.	<p>The manager of x Ice-cream parlour has to take a decision regarding how much of each flavour of ice-cream he should stock so that the demands of the customers are satisfied. The ice-cream suppliers claim that among the four most popular flavours, 62% customers prefer vanilla, 18% chocolate, 12% strawberry and 8% mango. A random sample of 200 customers produces the results below. At 0.05 significance level, test the claim that the percentages given by the supplies are correct.</p> <table border="1" data-bbox="354 1646 1284 1726"> <thead> <tr> <th>Flavour</th> <th>Vanilla</th> <th>Chocolate</th> <th>Strawberry</th> <th>Mango</th> </tr> </thead> <tbody> <tr> <td>No. preferring</td> <td>120</td> <td>40</td> <td>18</td> <td>22</td> </tr> </tbody> </table>	Flavour	Vanilla	Chocolate	Strawberry	Mango	No. preferring	120	40	18	22	10
Flavour	Vanilla	Chocolate	Strawberry	Mango									
No. preferring	120	40	18	22									
4	159.	An insurance company provides auto insurances and is analysing the data obtained from fatal crashes. A sample of the motor vehicle deaths is randomly selected for a two-year period. The number of fatalities is listed below for the different days of the week. At the 0.05 significance level, test the claim that accidents occur on different	10										

		days with equal frequency.																														
		<table border="1"> <tr> <td><b>Day</b></td> <td><b>Mon</b></td> <td><b>Tue</b></td> <td><b>Wed</b></td> <td><b>Thu</b></td> <td><b>Fri</b></td> <td><b>Sat</b></td> <td><b>Sun</b></td> </tr> <tr> <td><b>No. of fatalities</b></td> <td>31</td> <td>20</td> <td>20</td> <td>22</td> <td>22</td> <td>29</td> <td>36</td> </tr> </table>	<b>Day</b>	<b>Mon</b>	<b>Tue</b>	<b>Wed</b>	<b>Thu</b>	<b>Fri</b>	<b>Sat</b>	<b>Sun</b>	<b>No. of fatalities</b>	31	20	20	22	22	29	36														
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4	160.	<p>A sample of 870 trainees was subjected to different types of training classified as intensive, good and average and their performance was noted as above average, average and poor. The resulting data is presented in the table below. Use a 5% level of significance to examine whether there is any relationship between the type of training and performance.</p> <table border="1"> <tr> <td rowspan="2"><b>Performance</b></td> <td colspan="4"><b>Training</b></td> </tr> <tr> <td><b>Intensive</b></td> <td><b>Good</b></td> <td><b>Average</b></td> <td><b>Total</b></td> </tr> <tr> <td><b>Above average</b></td> <td>100</td> <td>150</td> <td>40</td> <td>290</td> </tr> <tr> <td><b>Average</b></td> <td>100</td> <td>100</td> <td>100</td> <td>300</td> </tr> <tr> <td><b>Poor</b></td> <td>50</td> <td>80</td> <td>150</td> <td>280</td> </tr> <tr> <td><b>Total</b></td> <td>250</td> <td>330</td> <td>290</td> <td>870</td> </tr> </table>	<b>Performance</b>	<b>Training</b>				<b>Intensive</b>	<b>Good</b>	<b>Average</b>	<b>Total</b>	<b>Above average</b>	100	150	40	290	<b>Average</b>	100	100	100	300	<b>Poor</b>	50	80	150	280	<b>Total</b>	250	330	290	870	10
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4	161.	<p>The following table gives the number of good and defective parts produced by each of the three shifts in a factory:</p> <table border="1"> <tr> <td><b>Shift</b></td> <td><b>Good</b></td> <td><b>Defective</b></td> <td><b>Total</b></td> </tr> <tr> <td><b>Day</b></td> <td>900</td> <td>130</td> <td>1030</td> </tr> <tr> <td><b>Evening</b></td> <td>700</td> <td>170</td> <td>870</td> </tr> <tr> <td><b>Night</b></td> <td>400</td> <td>200</td> <td>600</td> </tr> <tr> <td><b>Total</b></td> <td>2000</td> <td>500</td> <td>2500</td> </tr> </table> <p>Is there any association between the shift and the equality of the parts produced? Use a 0.05 level of significance.</p>	<b>Shift</b>	<b>Good</b>	<b>Defective</b>	<b>Total</b>	<b>Day</b>	900	130	1030	<b>Evening</b>	700	170	870	<b>Night</b>	400	200	600	<b>Total</b>	2000	500	2500	10									
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4	162.	What is correlation? Explain.	10																													
4	163.	What is regression analysis? Explain.	10																													
4	164.	Explain the Analysis of Variance.	10																													
4	165.	Briefly explain the univariate, bivariate and multivariate analysis with examples.	10																													
4	166.	Explain descriptive analysis with bivariate data.	10																													
4	167.	Briefly explain the descriptive analysis with univariate data.	10																													
4	168.	Explain the various steps involved in the tests of hypothesis exercise.	10																													
4	169.	Explain the steps involved in testing hypothesis.	10																													
4	170.	A sample of 200 bulbs made by a company gives a lifetime mean of 1540 hours with a standard deviation of 42 hours. Is it likely that the sample has been drawn from a population with a mean lifetime of 1500 hours? You may use 5 percent level of significance. ( $Z=1.96$ )	10																													
4	171.	On a typing test, a random sample of 36 graduates of a secretarial school averaged 73.6 words with a standard deviation of 8.10 words per minute. Test an employer's claim that the school's graduates average less than 75.0 words per minute using the 5 percent level of significance. ( $Z= -1.645$ )	10																													
4	172.	It is known from past studies that the monthly average house hold expenditure on the food items in a locality is Rs. 2,700 with a standard deviation of Rs. 160. An economist took a random sample of 25 households from the locality and found their	10																													

		monthly household expenditure on food items to be Rs. 2,790. At 0.01 level of significance, can we conclude that the average household expenditure on the food items is greater than Rs. 2,700? ( $Z = 2.33$ ).																			
4	173.	A sample of 16 graduating engineering students of a college was taken and the information was obtained on their starting salary. The mean monthly starting salary was found to be Rs. 30,200 with a standard deviation of Rs. 960. The past data on the starting salary has given a mean value of Rs. 30,000. Using 5 percent level of significance, can we conclude that the average starting salary is different from Rs. 30,000? ( $t = 2.131$ ).	10																		
4	174.	Two drugs meant to provide relief to arthritis sufferers were produced in two different laboratories. The first drug was administered to a group of 12 patients and produced an average of 8.5 hours of relief with a standard derivation of 1.8 hours. The second drug was tested on a sample of 8 patients and produced an average of 7.9 hours of relief with a standard deviation of 2.1 hours. Test the hypothesis that the first drug provides a significantly higher period of relief. You may use 5 percent level of significance. ( $t = 1.734$ ).	10																		
4	175.	There were two types of drugs (1 and 2) that were tried on some patients for reducing weight. There were 8 adults who were subjected to drug 1 and drug 2. The decrease in weight (in pounds) is given below: <table border="1" data-bbox="354 831 1284 911"> <tr> <td>Drug 1</td> <td>10</td> <td>8</td> <td>12</td> <td>14</td> <td>7</td> <td>15</td> <td>13</td> <td>11</td> </tr> <tr> <td>Drug 2</td> <td>12</td> <td>10</td> <td>7</td> <td>6</td> <td>12</td> <td>11</td> <td>12</td> <td>--</td> </tr> </table> Do the drugs differ significantly in their effect on decreasing weight? You may use 5 percent level of significance Assume that the variances of two populations are not same. (at 5% $t = 2.16$ )	Drug 1	10	8	12	14	7	15	13	11	Drug 2	12	10	7	6	12	11	12	--	10
Drug 1	10	8	12	14	7	15	13	11													
Drug 2	12	10	7	6	12	11	12	--													
4	176.	Discuss in detail the steps that a researcher needs to follow to formulate a good research report.	10																		
4	177.	What are the guidelines for effective report writing? Illustrate with suitable examples.	10																		
4	178.	What are the types of research reports? Briefly explain.	10																		
4	179.	Briefly explain the report structure.	10																		
4	180.	What are the guidelines for effective documentation?	10																		
4	181.	Briefly explain the report writing.	10																		
4	182.	What are the guidelines for effectively presenting the research results through oral presentation? Briefly explain.	10																		
4	183.	What are the guidelines a researcher must follow for graphical and tabular representation of the research results?	10																		
4	184.	Visual representations of results are best understood by a reader, thus special care must be taken for this formulation.' Examine the truth of this statement by giving suitable examples.	10																		
4	185.	How has the use of SPSS become very handy for the modern researcher today? Explain.	10																		
3	186.	<b>Online Booking-Has the time come?</b> The day is not very far when the Indian travellers can criss-cross the globe with just a few clicks. Taking e-commerce and information technology services a step further, the Indian travel industry is composing itself to usher in the era of e-ticketing. Online booking involves pursuing of available information on travel websites and then making a reservation. However,	15																		

		<p>if you are not the kind who prefers a particular airline, then you can check out travel sites, which collage flights details of all airlines, and are the apt place to book or bid for air tickets. Travel portals, such as travelguru.com, arzoo.com, yatra.com, makemytrip.com, and cleartrip.com, would provide you all details of flights along with their fares in an ascending order, i.e., the lowest priced, ticket is featured first, on its web page. The number of consumers who book travel tickets online is growing. But a switch fromoffline environment to online environment creates certain doubts in the minds of consumers. Such doubts have been termed as perceived risks in literature. Also, the internet revolution has brought about significant changes in market transparency, defined as the availability and accessibility of information to market participants. For example, air travellers can use online travel agencies to browse through hundreds of travel offers to their destination, compared to typically few offers from a traditional travel agent or airline prior to the internet era. Generally, market transparency seems to benefit consumers because they are able to better discern the product that best fits their needs at a better price. However, there still is a large percentage of population who get their tickets booked through the traditional queuing system. The advent of e-ticket booking over the past couple of years this led to the mushrooming of online travel agencies. These online service providers have in fact come up with a wide variety of services for faster and more convenient mode of ticket booking. They offer a host of services starting from booking something as mundane as a train or flight ticket to something as exotic as a holiday. they offer various packages which have the entire itinerary for the proposed holiday. they even offer a convenient pick-up and drop service. with such a range of services being offered at your fingertips, expectations are that more and more number of travellers would start using such easy, fast and convenient services as compared to the conventional booking process across a reservation counter. Yet, we still observe long queues at the various reservation counters. And, we also know that there are a number of people who use the online services available to book their travel than through traditional travel booking counters. Srinandan Rao, CEO of Ghoom.com, a travel portal that has been in existence for the past three years wondered whether he can look at a bigger customer base for his travel booking business or look at an alternative e-business.</p> <p><b>Questions</b></p> <ol style="list-style-type: none"> <li>1. What is the kind of research study that you can undertake for Mr. Rao?</li> <li>2. Formulate the research problem and the objectives of your study. Can you suggest an alternative research approach that you can take?</li> <li>3. Develop a working hypothesis for your study.</li> </ol>	
3	187.	<p><b>Danish International</b></p> <p>Shameem had been with the organizationfor a fortnight now and was due to meet Raghu. He opened the door and walked in. Raghu asked him to be seated and said, 'so doctor, what is the diagnosis?' Shameem had been recently hired as the company counsellor of Danish international, as Raghu Naran, the CEO, felt that he was fed up with his team of non-performers. He had hand-picked the Band II decision makers from the most prestigious and growing enterprises. Each one come with a proven track record of strategic turnarounds they had managed in their respective roles. So</p>	15



		<p>why this inertia at Danish International? The salaries and perks were competitive, reasonable autonomy was permitted in decision-making and yet nothing was moving. There had been two major mergers and the responsibilities has increased somewhat. When Shameem went to meet Sid Malhotra, the bright star who had joined six months back, he was reported absent and seemed to be suffering from hypertension and angina pain. His colleague in the next cabin was not aware that Sid had not come for the post four days. As he was talking to Rahu's secretary, he could hear Kamini Bansal, the HR head, yelling at the top of her voice at a new recruit who after six weeks of joining had come to ask her about her job role. The Band III executives had been with the company for a tenure of 5-15 years and yet had not been able to make it to the Band II position (except two lady employees). They were extremely critical and yet surprisingly were not moving. Raghu also seemed a peculiar guy, he had hired him as the counsellor and was also making some structural changes as suggested by a Vastu expert, tonullify the effect of evil spirits. He had a history of hiring the best brains, and then trying to fit them into some role in the organization. And in case someone did not fit in, firing him without any remorse. He had changed his nature of business thrice and on the personal front, he was on the verge of his second divorce. The company had a great infrastructure, attractive compensation packages and yet the place reeked of apathy, it was like a stagnant pool of the best talent. Was it possible to undertake operation clean up?</p> <p><b>Questions</b></p> <ol style="list-style-type: none"> <li>1. What is the management decision problem that Shameem is likely to narrate to Raghu Narang?</li> <li>2. Convert and formulate it into a research problem and state the objectives of your study.</li> <li>3. Develop the working hypothesis for your study.</li> </ol>	
3	188.	<p><b>The pink Dilemma</b></p> <p>The Indian Television Industry has seen an exponential growth since the satellite television first came to India. Today, though cable penetration is only about 70 percent (according to various Industry estimates), this class of people watching cable TV is defined as the consuming class in India. By 2002 the share of cable and satellite television was 86.9 percent of the total television advertising as against a meagre 31.3 percent in 1994. Hindi general entertainment television is the fuel for growth in the television industry with a 46.8 percent share of the total viewership and an even higher 57.4 percent share of the total advertising revenue. Sony Entertainment Television is a key player in this space and has been a consistent and strong number two behind Star Plus, which has been the undisputed leader since July 2000. In India, most homes are single TV homes. Hindi is the preferred language for consuming entertainment across India (except the four southern states) and that makes the Hindi general entertainment television an intensely competitive space. It consists of five players. Star Plus has been the undisputed leader since July 2000 and has significantly consolidated its position thereafter. In September 2003, Star Plus had nearly five times as much viewership as its nearest rival Sony Entertainment Television. The other contenders are Zee TV, and SAB TV. The key factor is that during primetime which is the focus at this case, the females influence the choice of channel to view.</p>	15

		<p>Sony Entertainment Television dominated the 9-10 pm band, with two of its leading shows Kusum and Kutumb until mid-2002 after which the 4 daily shows of star plus took over. Despite several high profile attempts to regain lost audiences. Sony Entertainment Television's share in this band continued to erode. Star Plus had established a clear dominance over Sony Entertainment Television. Besides, Sony Entertainment Television was now perceived as a me-too to Star Plus. Sony Entertainment Television realized that women were the primary target audience who could get eyeballs for the channel. The challenge, therefore was to create and sell a distinct viewing alternative, going beyond the clichéd family dramas with storylines revolving around family conflicts and kitchen politics which is the predominant fare on general entertainment channels today.</p> <p><b>Questions:</b></p> <ol style="list-style-type: none"> <li>1. What could be the probable sources of establishing the market share of the channel that are used in the case? Can one rely on the authenticity of Sony's dominance? Why/why not?</li> <li>2. To help Sony achieve its target of understanding what Indian women want, what secondary data sources would you suggest?</li> </ol>	
3	189.	<p>A research was undertaken to ascertain the attitude of Delhi shoppers towards mall shopping experience. For this purpose, it was felt that a mailed questionnaire could be used.</p> <p><b>Questions:</b></p> <ol style="list-style-type: none"> <li>1. What do you think should be the research objectives?</li> <li>2. Prepare a brief sample questionnaire.</li> </ol>	15
3	190.	<p>Mr. Mohan Mehta has a chain of restaurants in many cities of northern India and was interested in diversifying his business. His only son, Kamal, never wanted to be in the hospitality line. To settle Kamal into a line which would interest him, Mr. Mehta decided to venture into garment manufacturing. He gave his idea to his son, who liked it very much. Kamal had already done a course in fashion designing and wanted to do something different for the consumers of this industry. An idea struck him that he should design garments for people who are very bulky but want a lean look after wearing readymade garments. The first thing that came to his mind was to have an estimate of people who wore large sized shirts (40 size and above) and large sized trousers (38 size and above). A meeting was called experts from the garment industry and a number of fashion designers to discuss on how they should proceed. A common concern for many of them was to know the size of such a market. Another issue that was bothering them was how to approach the respondents. It was believed that asking people about the size of their shirt or trouser may put them off and there may not be any worthwhile response, their job would be to look at people about the size of their shirt or trouser may put them off and there may not be any worthwhile response. A suggestion that came up was that they should employ some observers at entrances of various malls and their job would be to look at people who went into the malls and see whether the concerned person was wearing a big sized shirt or trouser. This would be a better way of approaching the respondents. This procedure would help them to estimate in a very simple way the proportion of people who wore big sized garments.</p>	15

		<p><b>Questions:</b></p> <ol style="list-style-type: none"> <li>1. Name the sampling design that is being used in the study.</li> <li>2. What are the limitations of the design so chosen?</li> <li>3. Can you suggest a better design?</li> <li>4. What method of data collection is being employed?</li> </ol>	
3	191.	<p><b>What's in a car?</b></p> <p>Shridhar from Bengaluru had developed an electric car-VERVE (it is a fully automatic, no clutch, and no gears), two-door hatchback, easily seating two adults and two children with a small turning radius of just 3.5 metres). It runs on batteries and as compared to other electric vehicles, has an on-board charger to facilitate easy charging which can be carried out by plugging into any 15-amp socket at home or work. A fully battery charge takes less than seven hours and gives a range of 80km. In a quick-charge made (two-and-a-half hours) 80 percent charge is attained which is good enough for 65 km. A full charge consumer just about 9 units of electricity. Somehow the product did not take off the way he expected. He is contemplating about repositioning the car. As he stood looking at the prototype, he knew that there were a couple of questions to which he must find answers before he undertook the repositioning exercise. Who should be the targeted segment-old people, young students just going to college, housewives, or.....? What should be the positioning stance? What kind of image would these customers relate to? Was a new name or punch-line required? How should the promotions be undertaken? Hyundai had done it with Shah Rukh Khan, should he also consider a celebrity? If yes who?</p> <p><b>Questions:</b></p> <ol style="list-style-type: none"> <li>1. What kind of research study should Shridhar undertake? Define the objectives of his research.</li> <li>2. Do the stated objectives have scope for a qualitative research?</li> <li>3. Which method(s) would you recommend and why?</li> </ol>	15
3	192.	<p><b>Keep your city clean: Environmental Concerns</b></p> <p>Over the last decade, recycling of household waste has become an extremely important behaviour across the nations. However, in Asian countries this fluctuates from one country to the other. China is the leader amongst waste management while India, an equally large country, still has a long way to go. Though these are essentially policy driven or community driven initiatives, there are a number of attitudinal and motivational barriers to recycling, acting at an individual level. Punita, a business studies graduate with a keen interest in environmental issues, read about this in a special report in the newspaper. She recognized a potential business opportunity. It seemed obvious to her that there was scope for a potentially lucrative business related to some aspect of household recycling. All she had to do was work out some way of alleviating the inconvenience people associated with recycling. Punita decided that a door-to-door recycling service may be a profitable way to get people to recycle. She believed that households would be willing to pay a small fee to have their waste collected on a weekly basis, from outside their home. Punita discussed this idea with a few friends, who were very receptive, reinforcing Punita's views that this was indeed a good business opportunity. However, before she developed a detailed business plan, she decided it was necessary to confirm her</p>	15

	<p>thoughts and suspicions regarding the consumer's views about recycling. In particular, she needed to check that her ideas, about convenience and recycling were on the right track. To do this, she decided to conduct some research into attitudes towards household recycling.</p> <p><b>Questions:</b></p> <ol style="list-style-type: none"> <li>1. What is the kind of research design you would advocate here?</li> <li>2. Identify your variables and the population under study.</li> <li>3. Can you suggest any alternative design? Why/why not?</li> </ol>	
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**Note: The attached question paper is to be taken as a model question paper and all the M.Com III semester Question papers will have the similar pattern.**

Q.P. Code: 53201

**St. Philomena's College (Autonomous) Mysore**  
**III Semester M.Com Final Examination November - 2019**  
**Subject: COMMERCE**  
**Title: Business Research Methodology (HC)**

**Time: 3 Hours** **Max Marks:70**

**PART – A**

**Answer any FIVE of the following questions:** **5×5=25**

1. What are the objectives of business research?
2. Explain the ethical issues of business research?
3. Explain the attitude measurement scales.
4. What is Hypothesis? Explain with examples.
5. What is pilot study? Briefly explain.
6. Write a note on types of research reports.
7. Briefly explain the steps involved in Data Processing.
8. Write a note on referencing and citation methods.

**PART – B**

**Answer any THREE of the following questions:** **3×10=30**

9. Explain the nature and characteristics of business research.
10. Explain the steps involved in preparing a Research Proposal.
11. Describe the Probability and Non-probability sampling methods.
12. What are the various methods of collecting data? Explain.
13. Discuss the steps that a researcher needs to follow to formulate a good research report.

**PTO**

PART – C

14. Case Study(Compulsory):

1×15=15

Shridhar from Bengaluru, had developed an electric car-VERVE (it is a fully automatic, no clutch, no gears), two-door hatchback, easing seating two adults and two children with a small turning radius of just 3.5meters. It runs in batteries and as compared to other electric vehicles, has an on board charger to facilitate easy charging which can be carried out by plugging into any 15 amp socket at home or work. A full battery charge takes less than seven hours and gives a range of 80Km. In a quick charge mode (two-and-a-half hours) 80 percent charge is attained which is good enough for 65Km. A full charge consumes just about 9 units of electricity. Somehow the product did not take off the way he expected. He is contemplating about repositioning the car. As he stood looking at the prototype, he knew that there were a couple of questions to which he must find answers before he undertook the repositioning exercise. What should be the positioning stance?

What kind of image would these customers related to? Was a new name or punch line required? How should the promotions be undertaken? Should he also consider a celebrity? If yes who?

- 1) What kind of research study should Shridhar undertake?  
State the objectives of his research.
- 2) Do the stated objectives have a scope for a qualitative research?
- 3) Which method(s) of research would you recommend and why?

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