

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Term Examination, May 2019

Course: Business Research Methods
Programme: MBA (OG)
Course Code: DSRM 7002

Semester: II
Max. Marks: 100
Time: 03 hrs.

Instructions: Simple Calculator is allowed (not the scientific one with 991-function). Statistical Tables and graph sheets will be provided by SRE. Try to maintain the sequence while answering. Please do not get involved in any unfair means. Do not argue with invigilators during exam.

SECTION A

S. No.		Marks 15*2=30	COs
Q 1	<p>I. You're doing a paper on death and dying due to bike accident in Dehradun and in the course of your research you have talked to a family friend whose child recently died. You want to include something she said to you, although it is not a quotation. Do you have to reference this, and if so, how would you do it?</p> <p>a) Put a parenthetical note (if in APA style, which is suitable for social science) as follows: (I. Philip, personal communication, March 10, 2019) but do not put into the reference list.</p> <p>b) Since no one could check on this, and you are really putting it into your own words, it is not necessary to cite it at all.</p> <p>c) It is sufficient to mention in your text that a friend had experienced this situation.</p> <p>II. Sampling error is reduced by</p> <p>a) Increasing Sample Size</p> <p>b) Decreasing Sample Size</p> <p>c) Reducing Amount of Data</p> <p>d) None of the above</p> <p>III. The benefits of using citation and the appropriate style are:</p> <p>a) You are providing hard evidence or expert witnesses to support your argument.</p> <p>b) You let your reader know that you are working within the academic tradition.</p> <p>c) You avoid charges of plagiarism.</p> <p>d) All of the above.</p>		<p>CO1</p> <p>CO1</p> <p>CO2</p> <p>CO1</p>

	<p>IV. A distinction between exploratory and descriptive interviewing would be that</p> <ul style="list-style-type: none"> a) Exploratory is looking for quantification of findings, descriptive is looking for insight b) Exploratory is looking for insight, descriptive is looking for quantification c) Exploratory typically would involve conducting more interviews than descriptive d) There is no distinction---they would both be conducted the same way <p>V. The three object of research are to conduct general exploration of the issue, to describe a population, and to attribute cause and effect relationship among two or more variable.</p> <ul style="list-style-type: none"> a) False b) True <p>VI. If Research team of Uttareakhand Rural Development is trying to study the reason of migration and want to conduct a survey, the data has to be taken in the following scale</p> <ul style="list-style-type: none"> a) Ordinal & Interval b) Nominal & Ordinal c) Interval & Ratio d) None of the above <p>VII. You like the examples or illustrations several authors have used to prove a point and you want to pull them all together and use them in your own paper in a list. What ought you to do?</p> <ul style="list-style-type: none"> a) Examples used to prove a point are managed a little differently than opinions, ideas or facts. These are treated the same way we would treat common knowledge, and not referenced. b) Include a citation after each separate example to indicate where you found them. c) Include them in one parenthetical citation or endnotes after you have finished listing them. <p>VIII. _____ contains a small number of people (usually 8-12) and is convened to address topics introduced by a group moderator</p> <ul style="list-style-type: none"> a) In-depth interviews b) Focus group c) Abstract group d) Cross Sectional group <p>IX. P-value should be more than ‘ α ’ to accept null hypothesis</p> <ul style="list-style-type: none"> a) True b) False 		<p>CO2</p> <p>CO2</p> <p>CO2</p> <p>CO1</p> <p>CO2</p>
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c) None of these

X. Researcher uses the qualitative paradigm for one phase and the quantitative paradigm for another phase is known as -----

- a) Action Research
- b) Mixed method Research
- c) Causal Research
- d) Quantitative research

XI. Wow Wednesday initiative taken by college for students to reduce pressure, work load from students, and make them perform in a better way and enthusiastic way. So in order to check with students about Wow Wednesday → what they feel, how they feel and what so good about that and how can it be improvise.

5 students in this campus interviewed for this survey and the final conclusion were as follows:

Conclusion: *It's a great initiative by college for enhancing and uplifting students' talent moral and their study life balance and by going on process it will add value in college reputation and excellence.*

In addition to this survey one more data were matched in this regard that is mid term marks of Graduating batches which is significantly lower tis time i.e 36%

Do you think there is some error on researcher's part? If yes, where is it?

- a) In Conclusion
- b) In Sampling technique
- c) In taking sample size
- d) All of the above

XII. Which is the supportive Null hypothesis for the assumption: “ Better placement of an Individual has some link with their parent's higher education level”

- a) H_0 : Placement is dependent on Parent's education level
- b) H_0 : Placement of Individual is independent of Parent's Education level
- c) H_1 : Placement e is dependent on Parent's education level
- d) H_1 : Placement dependent on Parent's education level

XIII. If P- value in any test is 0.0045 against the sampling error of 5% then researcher will

- a) Accept null Hypothesis
- b) Reject null hypothesis
- c) Moderate null hypothesis
- d) Chang null hypothesis

XIV. Non Sampling error is

- a) Type II error
- b) Data Entry Error
- c) P-value
- d) Fail to reject False Null Hypothesis

XV. What is wrong in this question?

“Have you got campus placement? What is your package and profile?”

- a) Language
- b) Duplicity
- c) Double barreled
- d) Sequencing

SECTION B

Attempt all 4 questions in this section:

(4*5=20)

Q2

Identify **Case**, **subject** and **variable** in the following statement (Hypothesis):

- a) In Dehradun BJP party has vote share stands at 66.4%
- b) People in North of India give the prime Minister a more favorable rating than do people in other parts

5

CO2
&
CO3

Q3.

A researcher is interested in determining the average number of years employees of a company stay with the company. If past information shows a standard deviation of 7 months, what size sample should be taken so that at 95% confidence the margin of error will be 2 months or less?

5

CO3
&
CO4

Q4.

Identify null and alternative hypotheses for the following assumptions:

- a) It has been stated that 75 out of every 100 people who go to the movies on Saturday night buy popcorn.
- b) The manager of a restaurant believes that it takes a customer no more than 25 minutes to eat lunch

5

CO3
&
CO4

Q5.

Following table shows the excel outcome of one sample t-Test. Interpret the acceptance or rejection of Null hypothesis based on type II error.

5

CO4

One Sample Test						
	t	df	Sig(2-tailed) P-Value	Mean Diff.	Confidence Interval	
					lower	Upper
Score	1.180	9	0.268	3.800	-3.4859	11.0859

SECTION-C

Attempt any three questions in this section

Q6.

A movie producer is bringing out a new movie. In order to map out his advertisement campaign, he wants to determine whether the movie will appeal most to a particular age group or it will appeal equally to all age groups. The producer takes a random sample from the persons attending the preview of the movie and obtain the following results. Use chi square test to derive the conclusion.(for six degree of freedom ad 55 level of significance , χ^2 critical value is 12.592.

	Age Group			
	Under 20	20-39	40-50	60 and above
Liked the Movie	320	80	110	200
Disliked the Movie	50	15	70	60
Indifferent	30	5	20	40

10

CO2
&
CO4
&
CO5

Q7.

An automobile manufacturer stated that it will be willing to mass produce electric-powered cars if more than 30% of potential buyers indicate they will purchase the newly designed electric cars. In a sample of 500 potential buyers, 160 indicated that they would buy such a product.

- a) State the hypotheses for this problem
- b) Compute the standard error.
- c) Compute the test statistic.
- d) At 95% confidence, what is your conclusion? Should the manufacturer produce the new electric powered car?

10

CO2
&
CO4
&
CO5

Q8.

What **sample design** would you select for each of the following study (justify your sampling technique):

- a) A study to find out the household expenditure on make over by various income groups

10

CO2

	<p>b) A sample of 2000 households has been chosen, subject to the condition that 1200 of these should be from rural areas and 800 from urban areas of the territory</p> <p>c) Factors Influencing the Attractiveness of a Tourist Destination</p>		
Q9.	<p>Differentiate three type of business research(exploratory, descriptive, causal) based on following Characteristic:</p> <p>a) Research Objective</p> <p>b) Key Research Statement: Research Question/Hypothesis</p> <p>c) Structured/Unstructured Research Methodology</p> <p>d) Flexibility of Research Process</p> <p>e) Small/big Sample size</p> <p>f) Analytical Tool</p> <p>g) Example</p>	10	CO2 & CO4 & CO5
SECTION-D			
Q10.		20	
	<p style="text-align: center;">Case Study</p> <p>A Britannia industry limited is successful Indian company since 1892, started in India with initial investment of Rs.295. this company is very well known for its biscuits (Britannia & Tiger). Britannia is one of the largest biscuits selling company and leading biscuit firm of India with estimated 38% market share. (www.britannia.co.in)</p>		CO2 CO3 & CO5

In 1997, Britannia jumped into dairy product market with its two new products (Processed Cheese & Dairy Whitener), In 2002, Britannia's New Business Division namely 'Britannia Milkman' formed a joint venture with Fonterra, the world's second largest Dairy Company, and Britannia New Zealand Foods Pvt. Ltd. was born. (www.wadiagroup.com)

India is a country of milk lovers. Milk is consumed direct as well as milk products like cheese, khoya, sweets etc. its supply comes mostly from unorganized sector, except in big cities of the country. Though demand for milk is very large in the country, Delhi is the country's largest milk market. At the beginning of 2004, the milk supply to Delhi was 54-lakh liter per day. The organized industry accounted for around 27 lakh liters per day. Mother Dairy is the market leader at 18 lakh liters and Delhi Milk Supply at @ lakh liters. Amul recently crossed the 75,000-liter mark.

In May 2001, Britannia launched Milkman (Britannia's Milk Brand) in North India, and sold around one-lakh liters per day, sourced from modern dairy Karnal. Premium pricing strategy adopted during the milk crisis in Delhi and erratic supply saw its share fall to 25,000 liters per day. Britannia then transfer its dairy business comprising of milk, butter, cheese to a joint venture company set up with Fonterra Cooperative Group, New Zealand's leading dairy cooperative, in March, 2002. The company is engaged in sourcing, manufacturing and distribution of milk and milk products in India. This company got into an arrangement with Mother Dairy in Karnal to feed Delhi and other Satellite markets but industry sources point out that the capital city is tough market to crack. Mother Dairy and late entrant Amul are large players with core competency in milk sourcing and distribution. They determine milk prices and small players follow suit. In this scenario, if a company tries to sell at a premium without being sure of the supply, it is bound to run into trouble.

Britannia is exiting the milk business in Delhi, country's most lucrative milk market. The company has already withdrawn from Kerala and Tamil Nadu two months back. "We did not meet our objectives in Delhi. The business did not add to our bottom line," said Mr. Naveen Chopra, General Manager, Dairy Foods, and Britannia. "But we will continue with liquid milk in Mumbai, Pune, Hyderabad and Kolkata."

Sources said Britannia lost out because it could not manage costs and were forced to increase price to protect bottom line. However, customers were not willing to pay extra for Milkman as most treat milk as standard food item just as salt and flour. The shrunken consumer base forced the company to slash price by a rupee but Mother Dairy, Amul and Paras were still cheaper.

Now Britannia, consult some research firm ABC to study the consumer to plan a new strategy for sustainable business. You have just joined this research and consultancy firm and given this task. Submit your plan of doing this study around these following points.

- i. Business Problem
- ii. Research Problem
- iii. Research Question
- iv. Research methodology
- v. Questionnaire designing

b) False

VI. What is a cross-sectional design?

- a) A comparison of two or more variables longitudinally
- b) A design that is divided when the researcher is in a bad mood
- c) The collection of data from more than one case at one moment in time
- d) Research into one particular section of society, e.g. the middle class.

CO2

VII. P- value in any test is 0.0045 against the sampling error of 5% then researcher will

- e) Accept null Hypothesis
- f) Reject null hypothesis
- g) Moderate null hypothesis
- h) Chang null hypothesis

CO3

VIII. If Research team in Dehradun is trying to study the reason of migration and want to conduct a survey, the data has to be taken in the following scale

- e) Ordinal & Interval
- f) Nominal & Ordinal
- g) Interval & Ratio
- h) None of the above

CO2
CO1
CO1
CO1

IX. How do researchers maintain ethics while doing research

- a) By doing Acknowledgement
- b) By doing proper citation
- c) By referencing
- d) All of the above

X. Which is the supportive Null hypothesis for the assumption: “ Better placement of an Individual has some link with their parent’s higher education level”

	<p>e) H_0: Placement is dependent on Parent's education level</p> <p>f) H_0: Placement of Individual is independent of Parent's Education level</p> <p>g) H_1: Placement e is dependent on Parent's education level</p> <p>h) H_1: Placement dependent on Parent's education level</p>		
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SECTION B

	Attempt all 4 questions in this section:	(4*5=20)	
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Q2.	A researcher is interested in determining the average number of years employees of a company stay with the company. If past information shows a standard deviation of 8 months, what size sample should be taken so that at 95% confidence the margin of error will be 3 months or less?	5	CO3 & CO4
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Q3.	<p>A movie producer is bringing out a new movie. In order to map out his advertisement campaign, he wants to determine whether the movie will appeal most to a particular age group or it will appeal equally to all age groups. The producer takes a random sample form the persons attending the preview of the movie and obtain the following results. Use chi square test to derive the conclusion.(for six degree of freedom ad 55 level of significance , χ^2 critical value is 12.592.</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th></th> <th colspan="4">Age Group</th> </tr> <tr> <th></th> <th>Under 20</th> <th>20-39</th> <th>40-50</th> <th>60 and above</th> </tr> </thead> <tbody> <tr> <td>Liked the Movie</td> <td>320</td> <td>80</td> <td>110</td> <td>200</td> </tr> <tr> <td>Disliked the Movie</td> <td>50</td> <td>15</td> <td>70</td> <td>60</td> </tr> <tr> <td>Indifferent</td> <td>30</td> <td>5</td> <td>20</td> <td>40</td> </tr> </tbody> </table>		Age Group					Under 20	20-39	40-50	60 and above	Liked the Movie	320	80	110	200	Disliked the Movie	50	15	70	60	Indifferent	30	5	20	40		
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Q4.	<p>1. Identify null and alternative hypotheses for the following assumptions:</p> <p>c) It has been stated that 75 out of every 100 people who go to the movies on Saturday night buy popcorn.</p> <p>d) The manager of a restaurant believes that it takes a customer no more than 25 minutes to eat lunch</p>	5	CO3 & CO4
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Q5.	<p>Explain the Research Process whose findings are as follows:</p> <p>Finding: 54% of the tourists are in the age group of 20–29 years, 61% of the tourists are European, around 42% of them are low class tourists while most of the tourists visit Varanasi for holiday and sightseeing. Around 56% of international tourists stay at Varanasi for 1–7 days. As far as the occupation of foreign tourists is concerned, foreign students account for the largest share (29.2%) of foreign tourists while Govt. officers/Bureaucrats account for the lowest share (3.6%).</p>	5	CO2
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SECTION-C

	Attempt two questions in this section:	(2*15=30)	
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Q6.	<p>An automobile manufacturer stated that it will be willing to mass produce electric-powered cars if more than 30% of potential buyers indicate they will purchase the newly designed electric cars. In a sample of 500 potential buyers, 160 indicated that they would buy such a product.</p> <p>a) State the hypotheses for this problem b) Compute the standard error. c) Compute the test statistic. d) At 95% confidence, what is your conclusion? Should the manufacturer produce the new electric powered car?</p>	15	CO2 & CO4 & CO5																								
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SECTION-D																											
Q8.	Design a Questionnaire to study the impulse buying behavior of consumers in grocery stores and prepare a report taking help of graphical representation base on assumed/simulated data.	30	CO4																								