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## P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belagavi)

Second Semester, Master of Business Administration (MBA)

Semester End Examination; June - 2017

**Business Research Methods**

Time: 3 hrs

Max. Marks: 100

*Note: Answer all **FOUR** full questions from **PART - A** and **PART - B** (Case study) is compulsory.*

### PART - A

- 1 a. Explain the steps involved in Business Research Plan/Proposal with suitable diagram. 10  
 b. Explain the various types of Primary Data Collection with suitable example. 10

### OR

- 2 a. Briefly explain the Exploratory, Descriptive and Causal research with example. 10  
 b. What do you mean by scientific method of research? Explain the criteria of good research. 10  
 3 a. What is meant by Hypothesis? Explain the steps involved in Hypothesis testing. 10  
 b. Briefly explain the different types of projective techniques in qualitative research. 10

### OR

- 4 a. What is meant by questionnaire? Explain the steps involved in questionnaire design process. 10  
 b. Explain the steps involved in processing the data. 10  
 5 a. What is meant by Non-probability sampling technique? Explain its types with suitable example. 10  
 b. Illustrate the four basic types of scales with appropriate examples. 10

### OR

- 6 a. What is meant by sampling? Explain the steps involved in sampling process. 10  
 b. What do you mean by Semantic Differentiate Scale? Explain its functions with suitable example. 10  
 7 a. Explain the Components of Research Report in Detail. 10  
 b. Explain the function and applications of Factor Analysis and Discriminate Analysis. 10

### OR

8. Write Short notes on :  
 i) Chi-Square test  
 ii) Pilot Study 20  
 iii) Focus Group Interview  
 iv) Causal research.

**PART - B****9. Case Study: (Compulsory)****Ultimate Luxury Lines**

Ultimate Luxury Lines (ULL) has developed a new concept in luxury bus travel. The company felt that it could give value to airline passengers traveling between metros and second rung cities by offering a super luxury bus service equivalent to the comfort in air travel at less than half the price charged by low cost airlines. ULL wanted to employ high technology triaxle double decker for this purpose.

It had approached Volvo, Tata motors and Ashok Leyland who had developed virtual prototypes of the buses with the effort of their respective design teams.

The project appeared economically viable at 60% seat occupancy, especially for travel involving overnight journeys and even longer journeys up to 24 hours. The newly constructed super highways between metros and major cities, in addition made this a workable possibility.

The interior of the buses, the seats the food and entertainment were configured to match the inflight service of regular airlines and were added attractions. The target segment identified by ULL was mainly airline passengers and extended to include AC rail passengers also, who it felt were currently dissatisfied with the service and who may readily subscribe or switch to ULL's value proposition offer. However, ULL's perceptions needed confirmation, before putting up a feasibility study to the funding agencies.

**Questions:**

- i) What kind of research design would be suitable to gain initial insights about luxury bus travel in a region? Explain how you would go about conducting this study?
- ii) What kind of research design is ideal to study customer profile and customer satisfaction? How will this market survey assist in management decision making?
- iii) Between on-line survey and personal interview, which one would you choose for your study to collect relevant data on customer profile and customer satisfaction? Explain why?
- iv) Develop a five point Likert Scale to be included in the questionnaire that measures five characteristics related to customer satisfaction in bus travel.