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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; May / June - 2019

**Business Research Method**

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 different types of Research. 10  
 b. Explain the problems involved during collection of primary data. 10

### OR

- 2 a. What is the necessity of defining a Research problem? Explain the technique involved in defining a research in business decisions. 10  
 b. Explain the criteria of a good research. Explain the applications of research in business decisions. 10
- 3 a. Under, what kind of conditions, would you recommend? 10  
 i) Simple random sampling                      ii) Cluster sampling
- b. Explain different types of Probability with suitable examples. 10

### OR

- 4 a. How does Qualitative research differ from Quantitative research? 10  
 b. Distinguish between Ordinal, Interval and Nominal scales of measurement with suitable examples. 10
- 5 a. List out the different methods of Data presentation. 10  
 b. What are open-ended questions in research? Explain the problems with open-ended questions have? 10

### OR

- 6 a. What is sampling error? Explain the causes of sampling errors. 10  
 b. Describe the different types of research reports. 10
- 7 a. What is ANOVA? Explain the basic principle of ANOVA. 10  
 b. What is the Un-ethical issue involved in research? List out the ethical codes which should be used in research. 10

### OR

- 8 a. Differentiate between Hypothesis and Proposition. Explain the process of Hypothesis testing. 10  
 b. Explain the role of Information and Communication technology in research. 10

**PART - B (Case Study - Compulsory)**

9. V8 is a 100 percent vegetable juice drink produced and marketed by the Campbell Soup Company. The juice drink made from concentrate with added ingredients and provides a full serving of vegetables and is a natural source of beta carotene. V8's ingredients include tomato juice from concentrate reconstituted vegetable juice blend made from water and concentrated juices of carrots, celery, beets, parsley lettuce, watercress, and spinach: salt; vitamin C (ascorbic acid); flavoring; and citric acid. The drink contains no fat or cholesterol and it is a good source of vitamins A and C.

V8 has for many years had a large share of the tomato and vegetable juice market. However, sales had begun to slip, so the company decided it needed to conduct consumer research that would enable it to develop a new advertising campaign.

**Questions :**

- a. What research objectives should marketers at V8 establish? 10
- b. What research methods would be most appropriate to accomplish these objectives? 10

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