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

(An Autonomous Institution affiliated to VTU, Belgaum)

Second Semester - Master of Business Administration (MBA)

Semester End Examination; June - 2016

Business Research Methods

Time: 3 hrs

Max. Marks: 100

*Note: Answer any FOUR full questions from PART- A and PART – B is compulsory.*

### PART - A

- 1 a. Describe the steps in research process with the help of a flow chart. 10  
 b. Mention any three objectives of research and explain the criteria of a good research. 10

### OR

- 2 a. Explain the various experimental designs with suitable examples. 10  
 b. Define longitudinal research and how does exploratory differ from descriptive research? 10  
 3 a. Discuss the various non-probability sampling techniques. 10  
 b. Discuss the non-sampling error. 10

### OR

- 4 a. Explain the observation method of collecting primary data. 10  
 b. Describe the four primary scales of measurement in research. 10  
 5 a. Discuss the steps in processing the data for analysis. 10  
 b. Explain the circumstances when the following parametric and non parametric tests are used  
 z-test, t-test, f-test. 10

### OR

- 6 a. Describe the components of written research report. 10  
 b. What is meant by probability sampling technique? Explain any four types of probabilities  
 sampling. 10  
 7 a. Explain the functions editing and coding data processing. 10  
 b. Define Hypothesis and explain the types of error in hypothesis testing. 10

### OR

- 8 a. Write a note on Data mining. 5  
 b. Cronobach's alpha 5  
 c. Open-Ended and Closed-Ended questionnaire. 5  
 d. Causal Research. 5

**PART - B**9. **Case Study: (Compulsory)****Ready to Eat Food**

Mr. Ravi qualified food technologist was an NRI working at “Ready to eat Food” manufacturing company in the Middle East. He completed his basic degree in Science from India and proceeded to the US to do Masters degree in food technology. He completed the same and joined a Dubai based company as food specialist. The company manufactured variety of “ready to eat food”, which was distributed through a big retailer chains. The company enjoyed a great reputation.

After working for 10 years, Mr. Ravi wanted to return to his motherland and wanted to set up a unit in his native Chennai. He had toying with an idea of setting up a factory, where “ready to eat products” could manufactured. During his earlier visits, he made enquires with known people to ascertain “whether his intention to set up a ‘ready to eat product’ would find customers”. His initial data gathering gave a positive indication.

He was told that with changing demography and lifestyles in sunrise sectors like IT, BT most families had couples at work. Time was a major constraint. Hence his “ready to eat food” would find acceptance. All this information was gathered by “word of mouth”.

His close friends informed him of a company to have started this business and appearance to be doing well. This did not bother Mr. Ravi, since he knew that he could meet the taste of Indian customer better than any multinational. On the contrary, Mr. Ravi was glad that this new foreign company was doing well, which was an encouraging signal.

Even though ready to eat was popular abroad, and word of appreciation yielded positive Mr. Ravi still wanted to ascertain the feasibility of setting the project. He had a volley of questions to be answered. If you were to be the advisor, how would you care for him?

**Answer the following :**

- a) Will tradition-bound Indian society accept a “ready to eat food”? How will you proceed to confirm this? 5
- b) What product variety should be introduced? Should the taste be similar to the existing company’s product or different? If so, which product to start with? 5
- c) What research would you conduct to decide packing, storing and distribution of the product? 5
- d) What promotion research do you need to do? 5

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