

Reg. No. _____ Name _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
THIRD TRIMESTER MBA DEGREE EXAMINATION, JAN 2019

34 BUSINESS RESEARCH METHODS

Max. Marks: 30

Duration: 1½ Hours

Use of statistical table is permitted

Part A

Answer all questions. Each question carries 2 marks

Write short notes on the following:

1. Causal research
2. Research objectives
3. Exploratory research
4. Non probability sampling

(4x2 marks = 8 marks)

Part B

Answer any 2 questions. Each question carries 6 marks

5. What are the business applications of non comparative scales? Explain by listing examples
6. A leading tea manufacturer in India is researching on whether the income levels of the consumers influence their choice of the brand. The income levels of the customers are classified as lower, middle, and upper. Currently the company has got a premium brand and an economy brand in their product line.

A sample of 400 consumers participated in this study and the details are furnished in the table below. Analyze the data using chi-square test and draw your conclusions at 5% significance level.

Income level	Tea Brand	
	Premium	Economy
Lower	15	140
Middle	50	32
High	150	13

7. A company has redesigned their product packaging. They just want to know, how it was

taken by the customers. They have approached you to execute primary data collection by observation. Prepare a report mentioning the different types of observational methods used for collecting data.

(2x6 marks = 12 marks)

Part C

Compulsory question, the question carries 10 marks

8. Kerala is the land blessed with its backwaters. Many of the towns in Kerala are connected by waterways. A company is planning to introduce water transport across Kerala. But prior to that, they want to know about the perception of Keralites towards using water transport facility. The company had invited research proposals from MBA students for the same. Prepare a research proposal by showing all the necessary details to be submitted to the company.

(10 marks)
