

Register No.: Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

SECOND SEMESTER MBA\ MBA (Logistics and Supply Chain Management) DEGREE EXAMINATION (R,S), MAY 2024 (2021 Scheme)

Course Code: 21MBA112 / 23MBL112

Course Name: Research for Managerial Decisions

Max. Marks: 60

Duration: 3 Hours

Statistical table can be permitted.

PART A

(Answer all questions. Each question carries 2 marks)

1. Compare Exploratory and Conclusive research.
2. Recall various measurement scales used in research.
3. What is meant by projective techniques?
4. Discuss any two applications of conjoint analysis.
5. List any two uses of visual aids in making presentation.

PART B

(Answer any 3 questions. Each question carries 10 marks)

6. Discuss any five business research applications in Human Resource Management.
7. How will you define a research design? What are the significant elements of research design? Illustrate with a suitable example.
8. Enumerate the different methods of collecting data. Which one is the most suitable for conducting an inquiry regarding new start-ups in Kerala? Explain.
9. The genetic theory states that children having one parent of blood group A and the other of blood type B will always be of one of three types A, AB, B, and that the proportion of three types will on an average be as 1:2:1. A report states that out of 300 children having one A parent and B parent, 30% were found to be type A, 45 % type AB and remainder type B. Test the hypothesis by X^2 test.
10. Describe, in brief, the layout of a research report, covering all relevant points.

PART C

(Compulsory question, the question carries 20 marks)

11. The diet drink manufacturer wants to introduce a new product, especially for women. He believes that young women are more health conscious and look at low-calorie options. Thus, any communication or advertisement for the products must emphasize health. He also wants to know about the other factors that influence the purchasing pattern of women.
- a) Elaborate in detail on the process of research. Marks (10)
- b) Prepare a research methodological framework for a survey to study the purchasing pattern of women. Marks (10)
