

Register No.: Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

SECOND SEMESTER MBA DEGREE EXAMINATION (R), MAY 2023

(2021 Scheme)

Course Code : 21MBA112

Course Name: Research for Managerial Decisions

Max. Marks : 60

Duration: 3 Hours

PART A

(Answer all questions. Each question carries 2 marks)

1. Define business research.
2. What are the criteria for good measurement?
3. Illustrate content analysis.
4. Outline the conditions for parametric tests for hypothesis testing.
5. Explain technical reports.

PART B

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

6. Compare and contrast exploratory and conclusive research.
7. As a fresh MBA graduate in a consultancy firm, your first assignment is conducting a study to compare the perception of customers of two major hair care brands. You are required to identify the different types of measurement scales that are available that can be used in this context with proper explanation.
8. Discuss the procedure for designing a questionnaire.
9. a. Examine the concepts in testing of hypothesis. (5 marks)
b. List down the steps involved in hypothesis testing. (5 marks)
10. Elaborate the process of report formulation and presentation.

PART C

(Compulsory question, the question carries 20 marks)

11. A company wants to examine the effectiveness of its health drink on weight gain. For this purpose, a sample of respondents is selected at random. These respondents are then randomly divided into two groups, with each group having the same number of respondents. Members of both groups are weighed weekly for a period of three months. For the next two months, members of one group are given the health drink. The weights of members of both the groups are taken weekly for the next one month.

a) Identify the purpose of this study. What purpose does each group serve?

Marks (5)

- b) Examine the type of research design applicable for the above study. Marks (7)
- c) Describe the test units, dependent variable, independent variable, and extraneous variables. Marks (8)
