

Register No.: Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

SECOND SEMESTER MBA DEGREE EXAMINATION (S), AUGUST 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. Compare exploratory and conclusive research.
2. Summarize the concept of reliability and validity.
3. Recall projective methods.
4. Illustrate interdependency techniques used in research.
5. Outline importance of effective communication in research.

PART B

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

6. Discuss types of business research with examples.
7. Identify the steps involved in research process.
8. Analyse type of questions that can be used in questionnaire prepared for a study on effectiveness of advertisement of curry powder.
9. Distinguish between Parametric and Nonparametric tests for hypotheses testing.
10. Examine the different types of reports in research.

PART C

(Compulsory question, the question carries 20 marks)

11. A company wants to launch a new type of energy drink and they want to gather information about potential customers' preferences and habits related to energy drinks. In this case company would like to gather valuable insights about their target audience's perceptions of energy drinks, such as what flavors they prefer, how often they consume drinks and what factors influence their purchasing decisions. Company also need to get information about the price point that customers would be willing to pay for the new product. If the company can get right data company can make

decision about how to develop and market their new energy drink.

- a) Develop a report including the contents in structured format and submit it to the company. Marks (10)
- b) Design a questionnaire to measure perception of customers towards energy drink. Marks (10)
