

MBA & MBA (Finance) II Semester Regular Examinations June/July 2018

BUSINESS RESEARCH METHODS

(For students admitted in 2017 only)

Time: 3 hours

Max. Marks: 60

SECTION – A

(Answer the following: (05 X 10 = 50 Marks))

- 1 Explain the role of business research in managerial decisions.
OR
- 2 Explain the types of business research.
- 3 Briefly describe the different steps involved in research process.
OR
- 4 What are the five steps to hypothesis testing? Explain.
- 5 Examine the merits and limitations of the observation method in collecting material for research. Illustrate your answer with suitable examples.
OR
- 6 What are the guiding considerations in the construction of questionnaire? Explain.
- 7 What are the measures of central tendency? Explain.
OR
- 8 What are the measures of dispersion? Explain.
- 9 What are the precautions to be taken while writing a research report? Explain.
OR
- 10 What are the different forms in which a research work may be reported? Describe.

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 Case Study:

City Bank Ltd., a private sector bank is located in a city with a population of more than 30 lac. It's main competitors are Atria Bank Ltd., and Excel Bank Ltd. The sizes of the banks in terms of capital, assets are almost the same. Interest rates offered on loans and advances are more or less the same. Recently few foreign banks have also set up their branches in the same city. The main services offered by the City Bank are current account, savings bank, fixed deposits, recurring deposits, housing loans, educational loans, locker facilities, internet banking, credit cards, etc. The bank has more than 25 ATMs operating in different parts of the city. The bank has decided to hire the services of a marketing research company to conduct a customer satisfaction survey among 1000 customers to get the following information.

- (i) Reasons for choosing City Bank for their banking needs.
- (ii) Which are the facilities availed by the existing customers?
- (iii) How do the customers rate the service with respect to the following attributes?
 - (a) Prompt opening of the branch; (b) up keep and maintenance; (c) attitude of staff; (d) use of technology; (e) convenience of working hours; (f) adherence to time norms for issuing drafts, pass book updating etc; (g) procedure for sanction of loans; (h) Redressal of grievances; (i) maintenance of suggestion box.

(iv) Whether the current customers are also using the services of competitors.

A mail questionnaire has been planned by marketing research agency to be sent to the customers along with a reply envelop.

Questions:

- (i) Design a suitable questionnaire using 5 point Likert scale along with a covering note.
- (ii) Is the mail questionnaire suitable? If not what other alternatives are available.
- (iii) What are the advantages and disadvantages of limiting the survey to the just current customers of the bank?