



PG – 919

II Semester M.B.A. Degree Examination, July 2016
(CBCS)
MANAGEMENT

2.2 : Management Research Methods

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer any five questions. Each question carries five marks. (5×5=25)

1. How would you distinguish between a management decision problem and management research problem ? Illustrate with examples.
2. What is Cronbach alpha ? Briefly explain its significance.
3. What is univariate and bivariate analysis of data ? Give example.
4. Distinguish between exploratory and descriptive research design.
5. What is sampling frame ? Briefly explain probability sampling techniques.
6. What is APA format of writing Bibliography ? Give suitable example for the same.
7. Indicate the type of measurement scale you would use for each of the following characteristics. Why did you choose the scale you did ?
 - a) Brand loyalty.
 - b) Colour of a dishwasher.
 - c) Age.
 - d) Age group.
 - e) Intention to purchase a TV.

SECTION – B

Answer any three questions. Each question carries ten marks. (3×10=30)

8. Describe in detail the format of Research report. Explain the significance of a research report.
9. Develop a questionnaire to know the customer perception of an airline. Make use of Likert scale, SD scale and staple scale for the same.

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10. What is Scientific Research ? What are the major components of a good scientific research ? Illustrate with an example.
11. The Malhotra Spice company was in the business of manufacturing and selling spices suitable for the Indian kitchen. The packaging of spices was in tetrapacks and the Chairman, Mr.Malhotra, wanted to know whether it could be changed to plastic or glass bottle packaging. Mr.Malhotra wanted to study the impact of different type of packaging (plastic, glass and tetrapack) on the sales of spices. The results of ANOVA table is given

Descriptives

Sales (in Rs. Lakhs)

| | N | Mean | Std.Deviation | Std.Error | 95% Confidence Interval for Mean | | Minimum | Maximum |
|-------------|----|--------|---------------|-----------|----------------------------------|-------------|---------|---------|
| | | | | | Lower Bound | Upper Bound | | |
| Plastic | 10 | 132.00 | 12.728 | 4.025 | 122.89 | 141.11 | 110 | 150 |
| Glass | 10 | 104.40 | 9.755 | 3.085 | 97.42 | 111.38 | 90 | 125 |
| Tetra packs | 10 | 118.30 | 9.581 | 3.030 | 111.45 | 125.15 | 105 | 130 |
| Total | 30 | 118.23 | 15.480 | 2.826 | 112.45 | 124.01 | 90 | 150 |

ANOVA

Sales (in Rs. Lakhs)

| | Sum of Squares | df | Mean Square | F | Sig |
|----------------|----------------|----|-------------|--------|------|
| Between Groups | 3808.867 | 2 | 1904.433 | 16.373 | .000 |
| Within Groups | 3140.500 | 27 | 116.315 | | |
| Total | 6949.367 | 29 | | | |

You are required to

- 1) Identify dependent and independent variable.
- 2) Which type of measurement scale is used for Dependent and Independent variable ?
- 3) Give hypothesis which is tested for the given table.
- 4) Draw inference from the table given.

**SECTION – C**
(Compulsory)**(1×15=15)****12. Case study :**

The day is not very far when the Indian travellers can criss-cross the globe with just a few clicks. Taking e-commerce and information technology services a step further, the Indian travel industry is composing itself to usher in the era of e-ticketing.

On-line booking involves pursuing of available information on travel websites and then making a reservation. However, if you are not the kind who prefers a particular airline, then you can check out travel sites, which collate flights details of all airlines, and are the apt place to book or bid for air tickets. Travel portals, such as, travelguru.com, arzo.com, yatra.com, indiatimes.com, rediff.com, makemytrip.com, and cleartrip.com, would provide you all details of flights along with their fares in an ascending order, i.e., the lowest priced, ticket is featured first, on its web page.

The number of consumers who book travel tickets online is growing. But a switch from off-line environment to online environment creates certain doubts in the minds of consumers. Such doubts have been termed as perceived risks in literature.

Also, the internet revolution has brought about significant changes in market transparency, defined as the availability and accessibility of information to market participants. For example, air travellers can use online travel agencies to browse through hundreds of travel offers to their destination, compared to typically few offers from a traditional travel agent or airline prior to the internet era.

Generally, market transparency seems to benefit consumers because they are able to better discern the product that best fits their needs at a better price. However, there still is a large percentage of population who get their tickets booked through the traditional queuing system.

The advent of e-ticket booking over the past couple of years has led to the mushrooming of online travel agencies. These online service providers have in fact come up with a wide variety of services for faster and more convenient mode of ticket booking. They offer a host of services starting from booking something as mundane as a train or flight ticket to something as exotic as a holiday. They offer various packages which have the entire itinerary for the proposed holiday. They even offer a convenient pick-up and drop service.

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With such a range of services being offered at your fingertips, expectations are that more and more number of travellers would start using such easy, fast and convenient services as compared to the conventional booking process across a reservation counter. Yet, we still observe long queues at the various reservation counters. And, we also know that there are a number of people who use the online services available to book their travel than through traditional travel booking counters.

Srininandan Rao, CEO of Ghoom.com, a travel portal that has been in existence for the past three years whether he can look at a bigger customer base for his travel booking business or look at an alternative e-business.

Questions :

- 1) What is the kind of research study that you can undertake for Mr. Rao ?
- 2) Formulate the research problem and the objectives of your study. Can you suggest an alternative research approach that you can take ?
- 3) Develop a working hypothesis for your study.