



PG – 594

II Semester M.B.A. Degree Examination, July 2018
(CBCS Scheme)
MANAGEMENT

2.2 : Management Research Methods

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** questions from the following, **each** question carries 5 marks.

(5×5=25)

1. Explain with suitable example the different types of research.
2. Differentiate between type I error and type II error.
3. Discuss the process of research.
4. What do you understand by validity and reliability of questionnaire ?
5. What is APA format of writing bibliography ? Give suitable example.
6. Distinguish between probability and non probability sampling design.
7. Explain the classification of secondary data source.

SECTION – B

Answer **any three** questions from the following, **each** question carries 10 marks.

(3×10=30)

8. With suitable examples, explain the different scales of measurement.
9. Develop a questionnaire to conduct a market research for an FMCG product.
10. Explain the procedure for doing a hypothesis test.
11. Using the survey method, explain how you would do data collection for a research problem of your choice.

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SECTION – C

12. Compulsory case study :

(1×15=15)

Shridhar from Bengaluru, had developed an electric car-VERVE (It is a fully automatic, no clutch, no gears), two-door hatchback, easily seating two adults and two children with a small turning radius of just 3.5 metres). It runs on batteries and as compared to other electric vehicles, has an onboard charger to facilitate easy charging which can be carried out by plugging into any 15 amp socket at home or work. A full battery charge takes less than seven hours and gives a range of 80 km. In a quick-charge mode (two-and-a-half hours) 80 percent charge is attained which is good enough for 65 km. A full charge consumes just about 9 units of electricity. Somehow the product did not take off the way he expected. He is contemplating about repositioning the car. As he stood looking at the prototype, he knew that there were a couple of questions to which he must find answers before he undertook the repositioning exercise. Who should be the targeted segment – old people, young students just going to college, housewives, or....? What should be the positioning stance? What kind of image would these customers relate to? Was a new name or punch line required? How should the promotions be undertaken? Hyundai had done it with Shah Rukh Khan, should he also consider a celebrity? If yes who?

- 1) What kind of research study should Shridhar undertake? Define the objectives of his research.
- 2) Do the stated objectives have scope for a qualitative research?
- 3) Which method(s) would you recommend and why?
- 4) Can you construct a template for conducting the study? What element would you advice Shridhar to keep in mind and why?