

RW-6409

**642101/661101/671101/
681101/662101**

M.Phil. DEGREE EXAMINATION, DECEMBER 2010

Commerce

BUSINESS RESEARCH METHODS

[Common for M.Phil. Commerce/Management/ Int.Business
Corporate Secretaryship/ Bank Management]

(CBCS–2009 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section - I

(6 × 3 = 18)

Answer **all** the questions.

1. Distinguish between Exploratory Research and Experimental Research.
2. Briefly define Nominal Scale.
3. What are the features would you consider in designing a sample size ?

4. Distinguish between Primary and Secondary Data ?
5. Highlight the need nuances and of Pictorial Data presentation.
6. Mention the uses and format of appendices

Section - II

(4 × 6 = 24)

Answer any **four** questions.

7. What is the necessity of defining a research problem ? Explain.
8. If you were to develop a Semantic Differential scale for measuring the image of a foreign bank, outline the steps you would follow.

9. Suggest, with reasons, appropriate sampling methods to study the performance of salesmen in a company.
10. Briefly discuss the different types of interviews.
11. With a suitable example, highlight the rules relating to the tabulation of data.
12. Draft a table of content of a research report of Marketing Research Department.

Section - III**(3 × 11 = 33)**

Answer **all** questions.

13. (a) How do you formulate a hypothesis ? Discuss the various steps involved in testing a hypothesis.

(Or)

(b) A soft drink manufacturer is interested in developing an attitude scale about the product's image on the items such as quality, calories, cost, taste etc. Help him to achieve the objective.

14. (a) A Company having a chain of restaurants in Delhi wants to start a new one in Lodhi Road Institutional Area. Before starting, it wants to conduct a survey of the employees of various institutions in that area to know about their eating habits, preferences, cost etc. Suggest a suitable sampling scheme for the same.

(Or)

(b) Discuss the need, relevance and mechanism of Pilot study of a research work.

15. (a) Enumerate the different sources of secondary data and highlight the strengths and weaknesses of each source.

(Or)

- (b) Discuss the important guidelines for writing a research report.

_____ *** _____

RW-6410**642102/661102/671102/
681102/662102****M.Phil. DEGREE EXAMINATION, DECEMBER 2010****Commerce****TECHNIQUES OF RESEARCH**

(Common for M.Phil in Management / Commerce
International Business / Corporate Secretaryship /
Bank Management)

[CBCS—2009 onwards]

Time : 3 Hours

Maximum : 75 Marks

Section - A

(6 × 3 = 18)

Answer **all** questions.

All questions carry equal marks.

1. Give an account of measures of kurtosis of a distribution.
2. Given, $r_{23} = r_{31} = r_{12} = r$, show that $R_{1.23} = (r) (2^{0.5}) / [(1 + r)^{0.5}]$.
3. Explain the relationship between significance level and confidence interval.

4. A completely randomized block design experiment involving 3 populations has a SSE of 94.68, with $n = 6$. The three sample means are 15.68, 14.79 and 17.24. Relevant Student 't' value is 1.753. Using LSD test whether populations 1 and 2 have significantly different means.
5. Explain the concept of heteroscedasticity.
6. What is Cohen's kappa ?

Section - B

(4 × 6 = 24)

Answer any **four** questions.

All questions carry equal marks.

7. Explain the use of Auto-regressive Conditional heteroscedasticity (ARCH).

8. Test for relationship between income level and preferred passenger car models given the following contingency table of distribution of customers at 1% level of significance using appropriate test stating clearly the null and alternative hypotheses.

<i>Income level</i>	<i>Multi-utility</i>	<i>Sedan</i>	<i>Entry models</i>
Low	180	130	1170
Medium	160	125	150
High	155	110	120

9. The outputs by three machines are as under. Test for equality of mean output across machines at 5% level at different levels of operator efficiency.

<i>Machine 1</i>	<i>Machine 2</i>	<i>Machine 3</i>	<i>Operator Efficiency</i>
154.0	153.0	151.5	Low
159.0	156.0	161.0	Medium
160.5	157.0	173.0	High

Adopt coding by subtracting the minimum of the above values and the dividing the resultant figures by 0.5.

10. Adaptability score of employees to actual work conditions, trained under Vestibule' and 'On-the Job' training methods is measured on a 100 point scale. Perform one-tailed test of appropriate type.

Vestibule	67	60	78	76	56	79	95	59	70	70
On-the Job	77	67	83	80	65	85	97	58	74	68

11. Compare Multiple linear regression, Multiple non-linear regression and Multiple logistic regression.
12. How are dispersion measures intelligently used in research ?

Section- C (3 × 11 = 33)

Answer **all** questions.
All questions carry equal marks.

13. (a) Explain the procedure for testing of equality of means and equality of proportions when 3 or more populations are involved.

(Or)

- (b) Explain the concept and applications of Cluster analysis and Conjoint analysis.

14. (a) A multiple regression worksheet is given below :

Model	R	R Square	Adjusted	R Square
1	0.923	0.852	0.838	9.6377

<i>Effect</i>	<i>Coeff.</i>	<i>Std. Error</i>	<i>Std. Coeff</i>	<i>Tolerance</i>	<i>t</i>	<i>P (2 Tail)</i>
Constant	2.4442	0.0345	0.0	.	0.8829	0.0600
Brand Image	0.1691	0.0040	0.765	0.9496	42.7987	0.0030
Spend Power	0.0136	0.0008	-0.299	0.9496	16.7381	0.0400
Age of Buyer	1.254	0.165	0.786	0.9496	7.584	0.1090

Interpret the results and put of the regression equation. Find the significant variables at 1 % and 5 % levels.

(Or)

- (b) Statistical tests ensure that decisions are rule bound and arbitrariness avoided. Discuss.

15. (a) Apply Mann - Whitney U test and tell which brand is having better life span.

Brand A	167	160	178	176	156	179	178	159	170	170
Brand B	177	167	183	180	165	185	197	158	174	168
									179	195

Take 5 % significance level.

(Or)

- (b) Ten Managers, I to X, were asked to rank 12 leadership competencies, A to L, in the order of importance, lowest with lower rank 1 and highest with higher rank 12. The resulting scores by the managers for the 12 competencies are as follows.

	A	B	C	D	E	F	G	H	I	J	K	L
I	7	8	1	5	9	10	6	4	3	11	12	2
II	7	8	2	5	9	11	6	3	4	10	12	1
III	8	7	1	6	9	12	5	4	3	11	10	2
IV	9	8	1	5	7	10	6	4	3	11	12	2
V	7	8	1	5	9	10	6	4	2	12	11	3
VI	7	8	3	5	9	10	6	4	2	11	12	1
VII	7	9	2	5	8	12	6	3	4	11	10	1
VIII	7	8	2	6	9	10	5	4	1	11	12	3
IX	9	8	1	5	7	10	6	3	4	11	12	2
X	6	8	1	7	9	10	5	4	3	11	12	2

Test for equality of importance of managerial competencies using appropriate test at 5 % significance level stating clearly the null and alternative hypotheses.

_____ *** _____

RW-6411

661104

M.Phil. DEGREE EXAMINATION, DECEMBER 2010

Commerce

RESEARCH FOR BUSINESS DECISIONS

(CBCS—2009 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section - A

(6 × 3 = 18)

Answer **all** questions.

All questions carry equal marks.

1. Define an Enterprise.
2. What is MIS ?
3. Who is a middleman ?
4. Explain Negative motivation.

5. Give meaning of Corporate governance.
6. State Capital Market Instruments.

Section - B

(4 × 6 = 24)

Answer any **four** questions.

All questions carry equal marks.

7. X Co has No. I of Rs. 2,00,000 when it invests Rs. 10,00,000 in assets. It can raise debt at a rate of 6% interest. Assume that taxes do not exist.
 - (a) Using the NI approach and an equity capitalisation rate of 12.5 percent, compute the total value of the firm and the weighted average cost of capital if the firm has :
 - (a) No debt
 - (b) Rs. 30,000 debt
 - (c) Rs. 6,00,000 debt.

8. A Watchband Company is considering two mutually exclusive projects. The expected cash flows for each project are as follows :

Year	Project A	Project B
0	– 5,000	– 8,000
1	1,000	6,000
2	2,000	5,000
3	3,000	5,000
4	4,000	3,000

Certainty equivalent of each project are as follows :

Year	Project A	Project B
0	1.00	1.00
1	0.90	0.90
2	0.80	0.70
3	0.70	0.60
4	0.60	0.50

Which of the two projects to be selected if the risk free discount rate is six percent ?

9. Explain the role of research as a decision support system.

10. Explain research activities of Government on export marketing.
11. Explain off the job training methods.
12. Discuss social responsibility research.

Section - C (3 × 11 = 33)

Answer **either** (a) **or** (b)
in each of the following questions.
All questions carry equal marks.

13. (a) Discuss various leadership styles along with their role in organisational management and research.

(Or)

- (b) Discuss research on creativity and climatic change.

14. (a) Explain absenteeism and role of research in controlling absenteeism.

(Or)

- (b) Explain how research is to be carried out in finding tools of effective motivation. Is there any difference in approach in motivating administrative staff and executive staff. Justify your answer.

15. (a) Define channel of distribution. Explain research channel selection in case of consumer durables.

(Or)

- (b) Explain the role of Management Information System in export marketing. How will you measure its effectiveness ?

_____ *** _____

RW-6412

661201

M.Phil. DEGREE EXAMINATION, DECEMBER 2010

Commerce

RESEARCH FOR BUSINESS DECISIONS

(CBCS–2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Answer **all** questions.

(5 × 15 = 75)

1. (a) What future trends are visible in the area of Institutional research in the context of Liberalisation, Privatisation and Globalisation ? Explain.

(Or)

- (b) “Research on enterprise is really required due to the challenges”. Examine this statement.

2. (a) “Increased sophistication in marketing research is a mere wastage of time and money”. Do you agree ? Explain.

(Or)

- (b) What do you understand by the term advertising research ? What areas are covered in advertising research ? Discuss.

3. (a) What do you understand by the term motivation research ? What techniques can be used to carry out motivation research ?

(Or)

- (b) What is absenteeism ? Explain the usefulness of research on absenteeism to the organisation.

4. (a) What is corporate governance ? Bring out the need for research in corporate governance.

(Or)

- (b) What ethics are to be maintained while treating Respondents, Clients, and Researchers ? Explain.

5. (a) What is research on capital structure ? Explain the role of research on capital structure in the financial decision making of an organisation.

(Or)

- (b) What is working capital management ? Explain the different aspects on which such research can be carried on.
