

2013

[This question paper contains 6 printed pages.]

Sr. No. of Question Paper : 1646

Roll No.....

Unique Paper Code : 101432

Name of the Paper : Business Research

Name of the Course : Bachelor of Business Studies

Semester : IV

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **All** Questions.

1. Common Admission Test (CAT) is used as a criterion to select students for admissions to the IIMs. Apart from IIMs other management institutes such as FMS, S.P. Jain Institute, Management Development Institute, IMI, T.A. PAI, IMT and others also select candidates based on the CAT score. Candidates aspiring to crack CAT exam generally start their preparation while they are pursuing their graduation. Various CAT coaching institutes offer a number of CAT courses depending on the need of students. Most of the coaching institutes classify their CAT classes as per the level of students' preparation. For instance CAT classes offered by most of the coaching centers is generally divided into 2 categories - long term CAT course of duration 12-15 months and crash courses of 2-3 months. The preparatory material offered is also customized as per the courses offered. Some of the CAT coaching institutes in India include T.I.M.E, IMS Learning Centre and Career Launcher. These coachings have branches in major cities. There are also CAT online coaching institutes which offer online preparatory course material. The CAT module offered by these coaching institutes is generally divided as per the sections asked in CAT exam such as verbal ability, data interpretation, quantitative ability and logical reasoning. These institutes also train students on Group Discussion and personality development skills.

P.T.O.

PQL Ltd is currently in the business of publishing help books/coaching books for various courses of different Indian universities. As VP marketing, at PLQ Ltd you want to consider the option of entering the CAT coaching business. Prepare a business research proposal for the same giving clearly all the steps. (15)

2. DRG Health Technologies Ltd. has recently designed a prototype of an "air purifier" for the asbestos industry. (this industry had recently reported a high level of respiratory diseases among workers who are continuously exposed to pollutants on the shop floor). it is battery operated, and has a running time of 24 hours without recharging and requires 6 hours of charging to return to full charge.

You are required to conduct a BR to study the acceptance of this product. Which research design would you use and why? (10)

3. A department store owner has one store in an urban area and another in a rural area. He is interested in knowing whether there is a difference in the proportion of men and women who patronise his stores in these two areas. In the urban area it was found that out of 900 customers 49% were men and in the rural area 224 men and 176 women during the period studied. Is there a significant difference in the proportion of men who visit these two stores. Take $\alpha=0.05$.

*Paired
Respirations*

OR

XYZ Limited, launched a new promotional campaign in ten selected stores. Sales before and after the campaign were as follows :

| Sales (Rs Lakhs) | | |
|------------------|--------|-------|
| Store | Before | After |
| 1 | 60 | 100 |
| 2 | 75 | 80 |
| 3 | 110 | 140 |
| 4 | 170 | 225 |
| 5 | 110 | 120 |
| 6 | 98 | 130 |
| 7 | 68 | 118 |
| 8 | 150 | 180 |
| 9 | 105 | 140 |
| 10 | 177 | 210 |

Use an appropriate hypothesis to test if the data provides evidence of change in sales following the promotion? (15)

4. Write short notes on any **two** (attempt both parts together) :
- (a) Simple random Sampling vs Systematic Sampling
 - (b) Consumer Panels in marketing Research
 - (c) Syndicated research with one Indian example (10)
5. (a) What are the various forms of non-sampling errors that can affect a research design? *Response, Interview Researcher.* (8)
- (b) Elaborate the various extraneous variables in experimentation. (7)
Naturalness, Motivation, Specification
6. The administrators of Civil Hospital, one of the city's largest, are concerned with the attitudes patients have towards the various aspects of the hospital. They have asked you to undertake a research study and cover various areas including: all administrative functions with which patients come in contact; treatment and attitude of doctors; food service and general housekeeping; behaviour of nurses; and general ambience and environment.
- Design a questionnaire that can be used for this study. (10)