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MBAH 404

First Semester M.B.A. Degree Examination, January 2019

BUSINESS ADMINISTRATION

Business Research Methods

Time : 3 Hours

Max. Marks : 70

SECTION – A

Note : Answer **any two** of the following questions. **Each** question carries **10** marks.
Answer to the question should **not** exceed **five** pages. **(2×10=20)**

1. What is research problem ? Explain the steps in formulating research problem.
2. Explain the steps involved in sample survey.
3. Briefly explain different research designs and its suitability in research.

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SECTION – B

Note : Answer **any three** of the following questions. **Each** question carries **12** marks.
Answer to the question should **not** exceed **six** pages. **(3×12=36)**

4. There are 5 white and 7 red balls in a bag. A ball is drawn and then replaced. What is the probability that a white and a red ball are drawn in that order ? What would be the probability if the balls drawn are not put back into the bag ?
5. A sales tax officer has reported that the average sales of the 500 businesses that he has to deal with during a year amount to Rs. 36,000 with a standard deviation of Rs. 10,000. Assuming that the sales in these businesses are normally distributed, find
 - i) The number of businesses the sales of which are over Rs. 40,000.
 - ii) The percentage of businesses, the sales of which are likely to range between Rs. 30,000 and Rs. 40,000.
 - iii) The probability that the sales of a business selected at random will be over Rs. 30,000.

P.T.O.



6. A stock market analyst wants to study the impact of the type of company on the quarterly averages of the Earnings Per Share (EPS). So he collected four quarterly averages of four different companies during the last financial year from capital market, which are summarized as:

	Company				
		C1	C2	C3	C4
EPS	Q1	12	16	25	13
	Q2	8	18	15	8
	Q3	16	10	22	20
	Q4	19	11	9	5

Check whether there is significant difference between different companies in terms of EPS at a significance level of 5%.

7. The advertising manager of Shilpi Advertising Agency while advising claimed that an attractive picture display on a vending machine will increase the sales. In testing his claim, it was found that on 40 days without display had a mean sale of Rs. 100 per day with a standard deviation of Rs. 20. The average sale for the next 40 days when display was used was Rs. 110 per day with a standard deviation of Rs. 25. As a client, will you accept the claim of the advertising manager at five percent level of significance ?
8. The following table gives the number of good and defective parts produced by each of the three shifts in a factory.

Shift	Good	Defective	Total
Day	900	130	1030
Evening	700	170	870
Night	400	200	600
Total	2000	500	2500

Is there any association between the shift and the equality of the parts produced ? Use a 0.05 level of significance.

SECTION – C

(Compulsory)**(1×14=14)**

9. Ashok Leyland, a major manufacturer of Trucks and Buses, has decided to make a foray into small passenger transport vehicles. Their product development team has developed an MUV (Multi Utility Vehicle) with 7 seats and 8 seats configuration. They found that MUVs like Toyota Innova, GM Tavera and many more other models from Mahindra and Tata Motors are doing good business in India. The company outsourced the research to find out the market potential for MUV in India to Market Research Group (MRG). MRG conducted sample market studies in Salem in Tamilnadu and Gorakhpur in Uttar Pradesh. They submitted a market potential report to Ashok Leyland, which suggested that there is good potential in the market for MUV. Based on the research report, the company launched the MUV Stile with technological collaboration with Nissan India Ltd. This product is similar to Nissan Evalia. In May 2015 Ashok Leyland took a decision to withdraw Stile due to weak sales.

Questions :

- a) Was the research done by MRG scientific ?
- b) What were the limitations in the research methodology ?
- c) What could have been appropriate research method ?

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