

2M6205

Roll No. : XXXXXXXXX XXXXXXXXX XXXXXXXXX

Total Printed Pages : 4

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M.B.A. (Sem.II) (Main/Back) Examination, July - 2009
M-205 : Research Methods in Management

Time : 3 Hours]

[Total Marks : 70

[Min. Passing Marks : 28

The question paper is divided in two sections.

There are sections A and B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study/application based 1 question which is compulsory.

All questions are carrying equal marks.

Use of following supporting material is permitted during examination.
(Mentioned in form No. 205)

1. Student-t distribution table

2. Chisquare (χ^2) distribution table

SECTION - A

1 (a) Differentiate following :

- (i) Type-I error and Type-II error
- (ii) Stratified Random sampling and Quota sampling
- (iii) Confidence level and Confidence interval.

(b) A certain stimulus was administered to 10 patients in a hospital and their blood-pressure showed the following fluctuations :

-2, -3, +5, +1, 0, -2, +4, -3, +5, -4

Can it be concluded from the above data that the stimulus results in an increase in blood pressure ? Test at 5% level of significance.

6+8

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1

[Contd...

2 Define sampling. Highlight various methods used, in selecting a sample from the population. Give their merits and demerits.

14

- 3 (a) What do you understand by research design ? Explain different types of research designs with the help of examples.
- (b) Differentiate between sampling errors and non sampling errors. Can these be eliminated ? Explain.

8+6

4 What is motivational research ? Explain various techniques used to carry out motivation research. What is the difference between motivation research and traditional research ?

14

- 5 (a) Recommend an appropriate data collection method in the following situations. Justify your answer.
- When understanding buying behaviour of shoppers in a mall.
 - When population is illiterate
 - When topic is highly technical and specialized.

7
12
16
32

- A B C D (b) A soft drink bottler wants to bottle his product in four size 7 oz, 12 oz, 16 oz and 32 oz : From past records, the past sale of these four sizes were 10%, 35%, 25% and 30% respectively. The bottler wants to verify whether the consumption pattern for a new soft drink remains the same or not. To know the consumption pattern a market test is conducted for the new drink. Data gathered from 15980 bottles gave the following information :

$$\text{Hypothesis: } \begin{cases} H_0: p_1 = p_2 \\ H_A: p_1 \neq p_2 \end{cases}$$

Size of the bottle	7 oz	12 oz	16 oz	32 oz	Total
Consumption of New soft drink	1698	5683	3945	4654	15980

Make appropriate test at 5% to see change in consumption pattern, if any.

6+8



6 "Excellent research is sometimes wasted because the researcher did not prepare a good research presentation."

- (a) What points should be considered while preparing a written project report ?
- (b) Prepare a format for the project report and discuss it in brief.

6+8

SECTION - B

7 . Case study

Solve the questions that follow the case study :

In 1990, two Government decisions seemed to sound the death knell for one of the most amazing growth stories of the '80s: the pan masala and chewing tobacco market. First, the printing of a statutory health warning and then the advertising on Doordarshan was banned for the category.

The market grew from around Rs. 10 crores in 1977 to at least Rs. 250 crores by 1990. The growth had been most explosive after the launch of Doordarshan National. >>

The principal consumer segment is the North Indian middle class, which forms the largest chunk of the National Network audience.

The industry estimates the market to be growing 10-15 percent per annum.

The ad ban does not extend to cable. The market-research agency Admar estimated that Cable TV had a reach of 79.9 lakh viewers and the maximum viewership was as high as 68 percent compared to Doordarshan's maximum viewership of 70 percent at that time. Cable advertising concessionaire for 80 percent of the films generated by Hindi film industry.

Film stars have a mass appeal and attention grabbing value [sachet packaging] has created a market among the most unlikely segment, young people. The very segment that had considered pan masala unhygienic has now become loyalists to the new product.

"Our product is targetted towards those who had luxurious lifestyles and treat Bata Zarda as a luxury item". Says the CEO Bata Zarda.



Except for Bata Zarda, most gutakas and pan masalas suit middle class pockets and some of them cost as low as Re. 1=00 per sachet.

The impact of Pan Parag's advertising during 1986-87 can be felt even to day.

The bottom line seems to be that as long as ethnic is in, and cigarette smoking considered injurious to health, pan masala will not have a falling market.

- (a) { What strength do you identify in the marketing plan of the product that even after being banned for advertising on the National Network, the industry is growing.
- (b) Suggest a research design to find out the market opportunities.
- (c) Suggest a new product in the same product line to be launched in next one year along with a complete marketing plan.

