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UNIVERSITY OF PETROLEUM & ENERGY STUDIES
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End Term Examination –Dec, 2022

Program/course: MBA(Global Business)
Subject: Business Research Methods
Code : DSRM 7002
No. of page/s:06

Semester – I
Max. Marks : 100
Duration : 3 Hrs

SECTION A

Attempt all questions

1.	Select correct answer	Marks	CO
	<p>i. A research proposal is best described as a(n): a. Framework for data collection and analysis b. Description of the research process for a research project c. Description of how the researcher plans to maintain an ethical perspective during the study d. Argument for the merit of the study</p> <p>ii. The purpose of a literature review is to: a. Use the literature to identify present knowledge and what is unknown b. Assist in defining the problem and operational definition c. Identify strengths and weaknesses of previous studies d. All of the above</p> <p>iii. The research process is best described as a: a. Method to select a frame of reference b. Set of rules that govern the selection of subjects c. Series of steps completed in a logical order d. Plan that directs the research design</p>	2x10	CO1

iv. The statement 'To identify the relationship between the time the patient spends on the operating table and the development of pressure ulcers' is best described as a research:

- a. Objective
- b. Aim
- c. Question
- d. Hypothesis

v. The researcher needs to clearly identify the aim of the study; the question to be answered; the population of interest; information to be collected, and feasibility in order to decide on the research:

- a. Design and method
- b. Purpose and assumptions
- c. Design and assumptions
- d. Purpose and data analysis

vi. Which one of the following is not a major method of data collection:

- a. Questionnaires
- b. Interviews
- c. Secondary data
- d. Focus groups
- e. All of the above are methods of data collection

vii. A census taker often collects data through which of the following?

- a. Standardized tests
- b. Interviews
- c. Secondary data
- d. Observations

viii. Determining the sample interval (represented by k), randomly selecting a number between 1 and k, and including each kth element in your sample are the steps for which form of sampling?

- a. Simple Random Sampling
- b. Stratified Random Sampling
- c. Systematic Sampling
- d. Cluster sampling

ix.research deals with practical problems.

- a) Basic
- b) Exploratory
- c) Applied
- d) Experimental

	<p>x.is a list of references cited in the text.</p> <p>(a) Appendix (b) Glossary (c) Literature cited (d) Bibliography</p>		
<p>SECTION B</p> <p>(Write short notes .Attempt any Four)</p>			
2.	<p>i) Exploratory research design (ii) Two-tailed test (iii) Delphi method (iv) Likert scale (v) Parametric test</p>	5x4	CO2
<p>SECTION C</p> <p>(Attempt any three questions)</p>			
3.	<p>The height of 10 males of a given locality are found to be 70,67,62,68,61,68,70,64,64,66 inches. Is it reasonable to believe that the average height is greater than 64 inches?</p> <p>Test at 5% significance level, assuming that for 9 d.f. $P(t > 1.83) = 0.05$.</p>	10	CO3
4.	<p>'Business research is concerned more with proper fact findings, analysis and evaluation. 'Do you agree with this statement? Give reason in support of your answer.</p>	10	CO3

5.	<p>Two independent random samples of 10 & 12 items respectively, had the following values of the variables.</p> <p>Sample I: 20,16,26,27,23,22,18,24,25,19</p> <p>Sample II: 27,33,42,35,32,34,38,28,41,43,30,37</p> <p>Test whether the samples come from the same normal population at 5% level of significance.</p> <p>(Given that $F_{0.05}(9,11)=2.90, F_{0.05}(11,9) = 3.10, F_{0.05}(7,6) = 3.43$ and $t_{0.05}(20) = 2.086, t_{0.05}(22) = 2.07, t_{0.05}(15) = 2.13$)</p>	10	CO3																
6.	<p>The following table gives the units consumed that occurs during the various days of the week. Find whether the consumed units are uniformly distributed over the week.</p> <table border="1" data-bbox="203 842 1284 1066"> <thead> <tr> <th>Days</th> <th>Sun</th> <th>Mon</th> <th>Tues</th> <th>Wed</th> <th>Thus</th> <th>Fri</th> <th>Sat</th> </tr> </thead> <tbody> <tr> <td>units consumed (in number)</td> <td>14</td> <td>16</td> <td>8</td> <td>12</td> <td>11</td> <td>9</td> <td>14</td> </tr> </tbody> </table> <p>Given that the values of chi-square significant at 5,6,7 d.f. are respectively 11.07,12.59,14.07 at the 5% level of significance.</p>	Days	Sun	Mon	Tues	Wed	Thus	Fri	Sat	units consumed (in number)	14	16	8	12	11	9	14	10	CO3
Days	Sun	Mon	Tues	Wed	Thus	Fri	Sat												
units consumed (in number)	14	16	8	12	11	9	14												

SECTION D

(Answer all questions)

7. Read the case carefully and answer the case questions.

KEEP YOUR CITY CLEAN: ENVIRONMENTAL CONCERNS

Over the last decade, recycling of household waste has become an extremely important behaviour across the nations. However, in Asian countries this fluctuates from one country to the other. China is the leader amongst waste management while India, an equally large country, still has a long way to go. Though these are essentially policy driven or community driven initiatives, there are a number of attitudinal and motivational barriers to recycling, acting at an individual level.

Punita Nagarajan, a business studies graduate with a keen interest in environmental issues, read about this in a special report in the newspaper. She recognized a potential business opportunity. It seemed obvious to her that there was scope for a potentially lucrative business related to some aspect of household recycling. All she had to do was work out some way of alleviating the inconvenience people associated with recycling.

Punita decided that a door-to-door recycling service may be a profitable way to get people to recycle. She believed that households would be willing to pay a small fee to have their waste collected on a weekly basis, from outside their home. Punita discussed this idea with a few friends, who were very receptive, reinforcing Punita's views that this was indeed a good business opportunity. However, before she developed a detailed business plan, she decided it was necessary to confirm her thoughts and suspicions regarding the consumer's views about recycling. In particular, she needed to check that her ideas, about convenience and recycling, were on the right track. To do this, she decided to conduct some research into attitudes towards household recycling.

QUESTIONS

1. What is the kind of research design you would advocate here?
2. Identify your variables and the population under study.
3. Can you suggest any alternative design? Why/why not?

15

CO4

8.

Read the case carefully and answer the case questions.

MEHTA GARMENT COMPANY

Mr Mohan Mehta has a chain of restaurants in many cities of northern India and was interested in diversifying his business. His only son, Kamal, never wanted to be in the hospitality line. To settle Kamal into a line which would interest him, Mr Mehta decided to venture into garment manufacturing. He gave this idea to his son, who liked it very much. Kamal had already done a course in fashion designing and wanted to do something different for the consumers of this industry. An idea struck him that he should design garments for people who are very bulky but want a lean look after wearing readymade garments. The first thing that came to his mind was to have an estimate of people who wore large sized shirts (42 size and above) and large sized trousers (38 size and above).

A meeting was called of experts from the garment industry and a number of fashion designers to discuss on how they should proceed. A common concern for many of them was to know the size of such a market. Another issue that was bothering them was how to approach the respondents. It was believed that asking people about the size of their shirt or trouser may put them off and there may not be any worthwhile response. A suggestion that came up was that they should employ some observers at entrances of various malls and their job would be to look at people who walked into the malls and see whether the concerned person was wearing a big sized shirt or trouser. This would be a better way of approaching the respondents. This procedure would help them to estimate in a very simple way the proportion of people who wore big-sized garments.

QUESTIONS

1. Name the sampling design that is being used in the study.
2. What are the limitations of the design so chosen?
3. Can you suggest a better design?
4. What method of data collection is being employed?

15

CO4