M.B.A DEGREE EXAMINATIONS: NOV/DEC 2010

Second Trimester

MASTER OF BUSINESS ADMINISTRATION

MBA513: Research Methods In Business

Time: Three Hours   **Maximum Marks: 100**

Answer ALL Questions:-

PART A (1 x 20=20 Marks)

1. In January 2010 the management of CRR FM had a problem. The stations listenership was gradually falling with an associated loss in advertising revenue. The station had broadcast successfully from its launch but last two years has witnessed a declining rate from 48% to 33% found out through 'yesterday listened' method. 'Yesterday listened' measures whether the respondent listened to any radio station the previous day. The question asks whether you heard or listened to any of the following radio stations yesterday? A list of stations is then shown to the respondent.

   Therefore program schedules had to be changed to attract new listeners. However the Chief Executive needed information on the effect the changes were having. A program of internal marketing research needed to be put in place to assist the decision making process.

   Initial research had shown that the stations listenership was largely centred around the upper age limit of the target market and even higher. This was supported by an analysis of the phonecalls received in response to competitions and other phone ins. These older listeners were not particularly of interest to the advertisers. These issues coupled with the fact that the franchise area covered the fastest growing population region led management to the conclusion that the station was not attracting its stated target market and appeared to be considered by the general public as being aimed at older listeners and of no relevance to the younger listener.

   This had to be weighed against the overall problem of falling ratings. Figures below 30% would consign CRR FM to the bottom of the league of independent stations with serious consequences for advertising sales.   Cutting programmes and launching new presenters the station ran a serious risk of losing valuable revenue.   The challenge was to change

programmes and launch new presenters but to track audience reaction within a very time sensitive period.

The station needed to be repositioned in the mind set of the listeners. This required research in relation to the stations broadcasted programme and also to measure the effects of programming changes. The results of the research would be used in the development of new programming schedules and also by the sales staff for the purpose of securing local advertising sales.

Questions:

1. Describe an appropriate sampling technique to use in this case. (5)

2. Give any two null hypothesis and mention the appropriate statistical technique to test the same (5)

3. Develop a questionnaire with minimum ten questions (excluding questions relating to demographic details) (10)

PART B (10 x 2 = 20 Marks)

2. What is induction? Give example.

3. Highlight any two characteristic features of descriptive research.

4. What is a longitudinal study? Give example.

5. Explain the term 'precision'

6. What is purposive sampling?

7. Mention any two criteria to be applied in using a secondary data.

8. What is a multivariate technique?

9. List any two problems where focus group can be used to collect data.

10. Give any two advantages of using a e-questionnaire.

11. What is a time series analysis?

PART C (4 x 15 = 60 Marks)

12. (a) A candy manufacturing company has come out with a new fruit based candy which is center filled with fruit extracts. The product is targeted at the health conscious teenagers. The concern wants to know the acceptability of the candy among the teenagers. You are expected to chart out the research process for the same.

(OR)

(b) Explain the hallmarks of scientific research.

13. (a) Discuss the factors affecting the internal validity of research.

(OR)

(b) Explain the various rating scales with examples.

14. (a) (i) Explain the process of conducting focus group for the collection of data. (10)

(ii) Highlight the merits and demerits of using focus group for collection of data. (5)

(OR)

(b) Discuss the features of a sound measurement in terms of reliability, validity and practicality.

15. (a) Explain with examples the steps involved in applying

      (i)   Multiple discriminant Analysis (8)

      (ii) Factor analysis (7)

(OR)

(b) (i) Explain the essentials of a research report. (7)

(ii)Explain any four graphical representations that can be used to enhance the presentation of research report. Explain the situations in which the same can be used. (8)

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