



Register Number:.....

**MBA DEGREE EXAMINATIONS: JUNE 2015**

(Regulation 2014)

Second Semester

**MASTER OF BUSINESS ADMINISTRATION**

MBA627: Research Methods For Business

**Time: Three Hours**

**Maximum Marks: 100**

**Case Study:-**

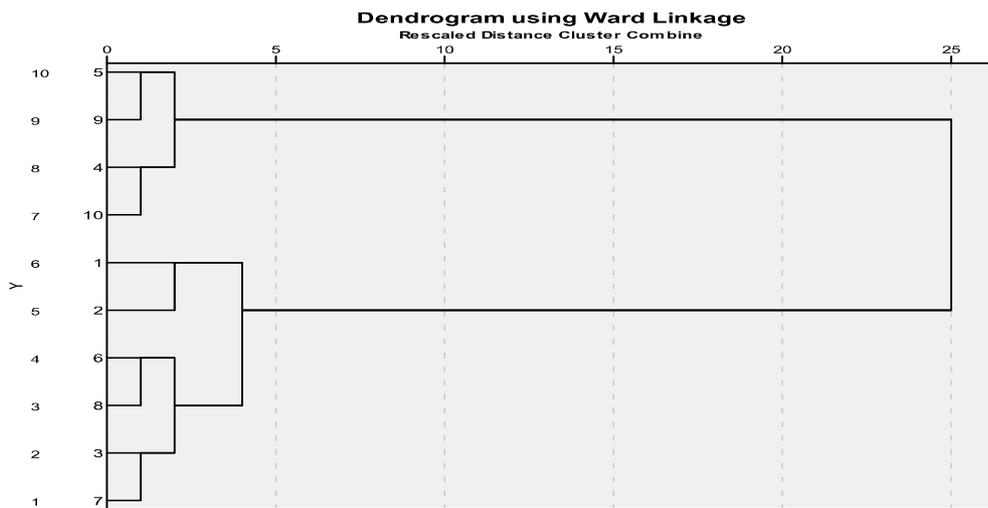
**PART A (1 x 20 = 20 Marks)**

1. Enchante is a jewellery designer who wishes to know if the population of young teenage girls aged 13-19 can be divided into smaller groups who might be looking at the jewellery differently. The data output from the SPSS is provided below:
  - (i) Identify the statistical tools used and discussed its suitability to the situation [4]
  - (ii) Write the SPSS algorithm for deriving this output [3]
  - (iii) Write the interpretation of the results [8]
  - (iv) Explain the importance of the results to Enchante [5]

X1 – I like to wear jewellery that glitters  
 X2 – My jewellery should match my dress  
 X3 – I want everyone to admire my jewellery  
 X4- I take my friends with me when I go to jewellery shopping  
 X5 – Beautiful jewellery adds to a girl’s beauty.

**Agglomeration Schedule**

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	5	9	.000	0	0	6
2	6	8	1.000	0	0	7
3	4	10	2.500	0	0	6
4	3	7	4.000	0	0	7
5	1	2	6.000	0	0	8
6	4	5	8.750	3	1	9
7	3	6	12.000	4	2	8
8	1	3	18.083	5	7	9
9	1	4	63.200	8	6	0



**Iteration History<sup>a</sup>**

Iteration	Change in Cluster Centers	
	1	2
1	1.878	1.090
2	.000	.000

a. Convergence achieved due to no or small change in cluster centers.

**Cluster Membership**

Case Number	Cluster	Distance
1	1	1.878
2	1	1.590
3	1	1.481
4	2	1.299
5	2	.829
6	1	.928
7	1	1.236
8	1	1.787
9	2	.829
10	2	1.090

**Number of Cases in each Cluster**

Cluster	1	2
Valid	6.000	4.000
Missing		.000

**Distances between Final Cluster Centers**

Cluster	1	2
1		4.336
2	4.336	

### Final Cluster Centers

	Cluster	
	1	2
X1	2	5
X2	2.33	4.25
X3	3.83	1.50
X4	3.67	1.75
X5	2.50	3.25

### Answer all the Questions:-

#### PART B (10 x 2 = 20 Marks)

2. Define Business Research. [K<sub>1</sub>]
3. Define Exploratory Research. [K<sub>1</sub>]
4. Recall the difference between Exploratory and Descriptive research designs. [K<sub>2</sub>]
5. Define hypothesis in research. [K<sub>1</sub>]
6. Recall the term Quota sampling. [K<sub>2</sub>]
7. Recognize Pilot testing refines your data collection instrument. [K<sub>2</sub>]
8. Differentiate between parametric test and non parametric test. [K<sub>3</sub>]
9. List out any four uses of factor analysis. [K<sub>1</sub>]
10. Record an example of MLA citation format for a journal article. [K<sub>1</sub>]
11. Explain the term Bibliography, state any two uses of the same. [K<sub>2</sub>]

#### PART C (4 x 15 = 60 Marks)

12. a) Examine the qualities required for a good research with suitable examples. [K<sub>2</sub>]

(OR)

- b) “A problem well stated is a problem half-solved”. In light of this statement, discuss on the different points to be considered in formulating a research problem. [K<sub>2</sub>]

13. a) Illustrate the relevance and applications of likert scale with an example. [K<sub>3</sub>]

(OR)

b) An Automobile insurance company wants to estimate from a sample about what proportion of its policy holders intend to buy new car within next six months. How large a sample is required to be able to assert with a 98 percent confidence that the sample proportion and true proportion will differ by less than 0.025? [K<sub>3</sub>]

14. a) (i) Define the standard measure of estimate. (3) [K<sub>4</sub>]  
(ii) Identify its limitation in comparing the goodness of fit of two regressions. (6)  
(iii) How is R<sup>2</sup> a better measure than the standard error of estimate? (6)

**(OR)**

- b) (i) Explain the interview method of data collection. (3) [K<sub>4</sub>]  
(ii) What are the advancements that have been made in the technique? (6)  
(iii) Examine the role of technology in the conduction of interviews? (6)

15. a) (i) Compare how Parametric tests are superior than Non-parametric tests? (8) [K<sub>4</sub>]  
(ii) Explain the suitability of any four scaling techniques in business research. (7)

**(OR)**

b) Discuss in detail the steps that a researcher need to follow to formulate a good research report. Do the criteria become different for different kinds of reports? [K<sub>2</sub>]

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