KUMARAGURU
college of technology
character is life

Register Number:……

MBA DEGREE EXAMINATIONS: JAN 2015

(Regulation 2012)

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

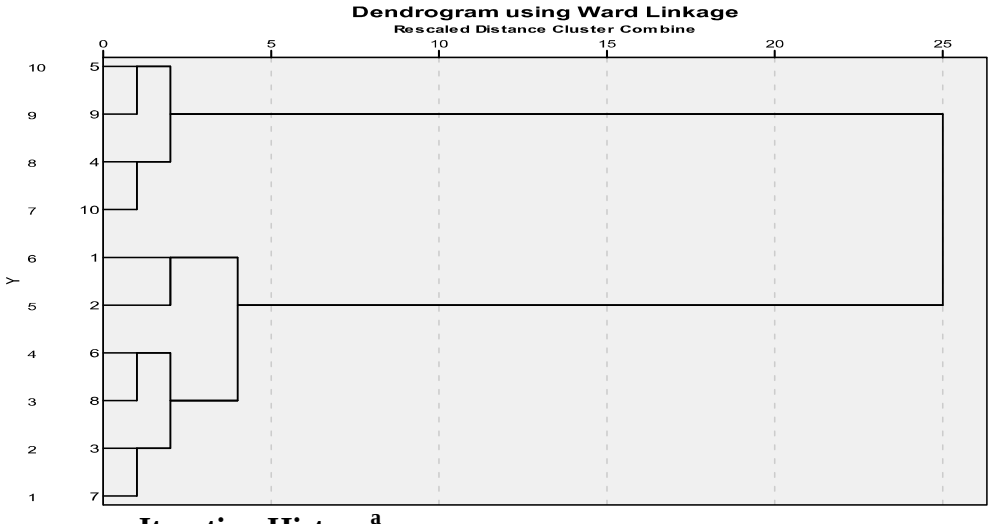
X3 – I want everyone to admire my jewellery

X4- i take my friends with me when i go 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[a]

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	6.000
	2	4.000
Valid		10.000
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. What is a research Hypothesis?
3. How would you distinguish between a management decision problem and management research problem?
4. Recall the difference between Exploratory and Descriptive research designs
5. What is the difference between individual and industrial data sources.
6. What is Quota sampling
7. Spell the null and alternative hypothesis
8. Differentiate between parametric test and non parametric test?
9. List out any four uses of factor analysis
10. Write an example of MLA citation format for a journal article
11. Differentiate Appendix and Annexure?

PART C (4 x 15 = 60 Marks)

12. a) The Indian army wants to ascertain why young students do not select the armed forces as their career option in their graduation
(i) How would you formulate a research problem to resolve the dilemma (5)
(ii) What would be the variables under study (5)
(iii) State your research objectives and the research hypothesis (5)

(OR)

b) Provide guidelines for collecting data through secondary sources. Name any five websites indicating the type of data available there?

13. a) Describe the relevance and applications of likert scale with an application.

(OR)

b) Outline the need of sampling? Discuss various probability sampling techniques by giving their merits and demerits?

14. a) The manufacturer of a particular brand of chocolate were interested in examining the relationship between the sales of chocolate and the shelf space allocated to that brand of chocolate by various stores,

Descriptive Statistics

	Mean	Std. Deviation	N
sales	21.0000	6.18241	10
shelf_space	4.6700	1.32669	10

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2
1	.837[a]	.701	.663	3.58646	.701	18.744	1	8

a. Predictors: (Constant), shelf_space

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	241.098	1	241.098	18.744	.003[a]
	Residual	102.902	8	12.863		
	Total	344.000	9			

a. Predictors: (Constant), shelf_space
b. Dependent Variable: sales

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.781	4.358		.638	.541
	shelf_space	3.901	.901	.837	4.329	.003

a. Dependent Variable: sales

(i) Is there any association between the sales and shelf space (5)

(ii) Can we predict the sales using the shelf space (5)

(iii) Name other variables that would influence the sales (5)

(OR)

b) Explain the analysis of variance? What are the assumptions of the technique? Give a example where the technique could be used?

15. a) A chain of departmental stores opened three stores in Mumbai. The management wants to compare the sales of the three stores over a six day long promotional period. The output of H test is given below,

(i) Identify the test. Explain the criteria and assumptions to use that test?

(ii) Write the interpretation of the output?

Ranks

	store	N	Mean Rank
sales	A	6	5.67
	B	6	9.08
	C	6	13.75
	Total	18	

Test Statistics[a,b]

	sales
Chi-Square	6.954
df	2
Asymp. Sig.	.031

a. Kruskal Wallis Test

b. Grouping Variable: store

(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?

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