MBADEGREE EXAMINATION: JAN 2023

(Regulation 2021)

First Semester

MASTER OF BUSINESS ADMINISTRATION

P21MBC1106 BUSINESS RESEARCH METHODS

COURSE OUTCOMES

CO1: Understand the principles of business research and its role in supporting decision making.

CO2: Interpret the research articles and other published sources for acquiring knowledge in the given filed of research.

CO3: Develop research proposal for the given Industrial problem

Time: Two Hours Date: **Maximum Marks: 50**

	K	CLO
PART A (1 X 10 = 10 Marks) **Case study: (Compulsory)** **Answer should not exceed more than 2 pages**		

1. Indian Tea industry is about 173 years old (Samantaray & Ashutosh, n.d.). In India tea is grown in the states including Assam, West Bengal, Tamil Nadu, Kerala, Karnataka, Tripura, Himachal Pradesh, Uttar Pradesh and Bihar. As per the recent statistics released by Indian Tea association (www.indiatea.org) the total monthly tea production (up to June 2022) in north India is about 324. 48M.Kg which is more than the total production in south India i.e., 122.37 M.Kg. The published sources also states that next to China, India is leading on overall tea production.   K6   CLO3

(Shantha Thiyagarajan 2017) The district of Nilgiris is characterized with more than 4,50,000 small growers, cultivating tea leaves in more than 75,000 acres. There are also more than 97 corporate estates, and 147 small tea manufacturing units called bought leaf factories who buy raw leaves from small tea growers. Around 4,50,000 metric tons of tea leaves are produced annually in the district of Nilgiris. Though the district of Nilgiris is popular for tea cultivation, fall in the export market from the south Indian tea industry due to low quality of production and the study competition from other countries leads to fall in green leaf prices in late 90's which further leads to 20% reduction in total cultivation area of Nilgiris district in 2014.

While the export value of tea for the present financial year ((Sutanuka Ghosal 2022) has come down drastically from 207 million Kg to 200 million Kg. Experts in the relative field claims that high freight rate prevailing in Indian system, lack of product mix variety, Higher price of CTC, failure to leverage geographical indication and Presence of tough competition from other countries are the list of major reason causing slowdown in the export market. In addition to this Tea board, India has come up recently with new quality norms to improve the quality of Indian tea and essentially to compete with the international players. Small scale bought leaf factories refuses to buy the leaves from the small tea growers who does not meet the quality standards issued by the tea board. Factories on the other hand informed the growers that they will be penalized by the teaboard if the coarse tea leaves are accounting for more than 5%. Tea board has issued caution notice to more than 100 factories in

south zone as they found deviation in procurement of quality leaves, non-maintenance of statutory records, Nonadherence to the licensed production limit and so on.

While the growers on the other hand not aware of best cultivation practices and finding it difficult to meet the quality norm and their livelihood is seriously affected as there is no buyers or they have been forced to sell the tea leaves at lesser price than the price value fixed by the tea board. The tea farming presently has become a risky business and many tea estate owners have been pushed to a situation to sell off their lands and switch over to other professions. ((V Ashok Kumar,2019)).

With these facts as the background, you are expected to develop a detail research proposal by assuming yourself as a researcher. Note that exploring awareness level of small tea growers on the new quality norms issued by the tea board and challenges which they face in adopting the best cultivating practices is the major objectives of the research.

PART B (05 X 2Marks = 10 Marks)
Answer all the questions
Answer should not exceed 5 lines

2.	Outline the procedure for selecting a systematic random sample.	K_2	CLO1
3.	List the various methods employed for collecting primary and secondary data.	K_1	CLO1
4.	Explain the usage of Mendeley web application tool	K_2	CLO1
5.	Explain the techniques used in defining a research Question.	K_2	CLO1
6.	Identify the name of measurement scale and data level for the question given below. "Please allocate 100 points on how you spend your income"	K_3	CLO1

Items	Grade Points
Essentials (Gas, Groceries etc)	
Entertainment (Movies, Clubs etc)	
Utilities	
Others	
Total	100

PART C: 3*10 Marks = 30 Marks

Answer any Three questions

Answer should not exceed more than 2 pages

07	A pharmaceuticals manufacturer is testing a drug developed to treat cancer. The manufacturer is very keen on testing the effectiveness of drug on elderly people. Explain an appropriate research design for the manufacturer to conduct the experiment.	K_5	CLO1
08.	M/S ABC Financial Services Limited is interested to understand the reasons for low demand of safety locker services provided by one of their branch located at Vadavalli. In this regard the company is keen to estimate the extent of penetration and market potential for safety locker services at Vadavalli and nearby area. As the household profile of this area largely comprises of middle and upper middle class, the management believes the requirement of locker services by these families will be large. The management is also keen to understand the existing level of awareness and	K_6	CLO1

perception of customers residing at Vadavalli towards the Safety Locker services offered by ABC Financial Services limited.

Design a survey instrument under appropriate construct considering the objectives highlighted in the above business scenario.

09.	Discuss in detail the concept of validity and reliability along with the various measures which could be used to test the reliability and validity of the survey instrument.	K_6	CLO1
10	Critically evaluate the various Non probability sampling techniques with relevant applications and examples.	K_5	CLO1

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