KUMARAGURU
college of technology
character is life

MBA DEGREE EXAMINATIONS: NOV /DEC 2024

(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: Three Hours   **Maximum Marks: 100**

PART A (Case Study) (1Q x 25 Marks = 25 Marks) Compulsory

1   The All New Beverage Brand in a Competitive Mumbai Market !   CLO3   [K_6]

FreshFizz Beverages, headquartered in Mumbai, India, is a leading player in the beverage industry, known for its innovation and commitment to offering healthy drink alternatives. The company has a strong presence in the urban Indian market and caters to diverse consumer segments, including health-conscious individuals.

The company's Marketing Manager, Ms. Ananya Sharma, has been tasked with launching a new product line, FizzUp, to meet the growing demand for healthy and trendy beverages. FizzUp is a flavored sparkling water designed for health-conscious millennials. It is low-calorie, sugar-free, and offers unique tropical flavors such as passion fruit, lychee, and coconut, setting it apart from traditional sparkling water brands.

FreshFizz plans to enter a competitive market dominated by well-established players such as, SparkPro is known for its affordability and strong retail distribution network. AquaPure is popular for its premium quality and eco-friendly packaging. Additionally, smaller local brands like BubbleWell and UrbanFizz have a niche presence and cater to a loyal customer base.

   i.   FreshFizz must address key questions before proceeding with the product launch regarding its market potential, consumer preferences, risks and competitors. She has a big list of questions in mind.

   ii.   What is the size of the urban sparkling water market?

   iii.   What percentage of this market can FizzUp realistically capture in its first year?

   iv.   What tropical flavors appeal most to health-conscious millennials?

   v.   What is the ideal price point for FizzUp to compete with SparkPro and AquaPure?

    vi.   What type of packaging (e.g., cans, bottles) is preferred by the target audience?

    vii.   What factors (e.g., taste, health benefits, packaging) might persuade them to switch to FizzUp?

Ms. Ananya Sharma is under pressure to prepare a data-backed presentation for the leadership team within 3 months. FreshFizz aims to achieve 5% market penetration in its first year, with an estimated initial investment of ₹50 crore for production, marketing, and distribution.

1.a. Recommend a suitable research design identifying the target demographics, sample size, and sampling methods.

1.b. Develop a Questionnaire to capture consumer preferences, Assess brand loyalty and measure awareness of health benefits associated with sparkling water.

PART B (5Q x 3 Marks = 15 Marks)

2	Understand the principles of business research and its role in supporting decision making.	CO1	[K_2]
3	Apply an appropriate research design to analyze the impact of a new marketing strategy on customer behavior and justify your selection.	CO2	[K_3]
4	A researcher calculates a Cronbach's Alpha of 0.85 for a survey instrument used to measure customer satisfaction. Analyze what this value indicates about the reliability of the instrument and its role in supporting decision-making.	CO1	[K_4]
5	Examine the pros and cons of Focus Group Discussion, in primary data collection .	CO2	[K_4]
6	Outline the ethical issues related to publishing in the context of Generative AI.	CO2	[K_2]

Part – C (3Qx20 Marks = 60 marks) Answer Any 3 Questions Only

7	Design a research process to study the impact of employee motivation on productivity within an organization. Justify the selection of appropriate research methods, identify potential variables, how findings could influence human resources practices.	CO3	[K_6]
8	Develop a research instrument to study consumer perceptions of eco-friendly products. The instrument should include different types of measurement scales. Justify your choice of scales for different aspects of the research and explain how you would test the reliability and validity of the instrument.	CO3	[K_6]
9	A social researcher is working on a study to assess the impact of online education on student learning outcomes. The researcher decides to use a combination of Projective Techniques (sentence completion and word association) and Questionnaires for primary data collection. After data collection, the researcher struggles with interpreting the projective technique responses and faces challenges in ensuring that the questionnaire results are consistent with the qualitative insights gathered. Critically evaluate the suitability of using Projective Techniques and Questionnaires for data collection in a study on online education. What issues might arise in the interpretation of data from these methods, and how can the researcher address them?	CO1	[K_5]
10	A researcher plans to submit a paper based on their research on sustainable supply chain practices to a management journal. The journal has specific guidelines for paper formatting, including style, referencing, and ethical considerations related to	CO2	[K_5]

plagiarism. The researcher is unsure whether to include self-citations in the bibliography or how to format references from lesser-known sources that do not follow the journal's reference style. Additionally, the researcher is concerned about possible ethical issues related to the use of secondary data and the need for proper acknowledgment of sources.

Assess the importance of adhering to journal formatting guidelines, ethical issues related to publication, and reference styles when preparing a research paper for submission ensuring compliance with ethical standards and avoid plagiarism in their paper.

****