

C 43517

(Pages : 3)

Name.....

Reg. No.....

SECOND SEMESTER M.B.A. DEGREE EXAMINATION, JULY 2023

M.B.A. (CUCSS)

BUS 2C 16—BUSINESS RESEARCH METHODS FOR MANAGEMENT

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

*Answer all the Parts.***Part A***Answer all questions.**Each question carries 1 weightage.*

1. List ways that business research can contribute to effective business decision making.
2. What are the steps involved in a research process ?
3. What is research problem ?
4. What are the main issues to be considered by the researcher in formulating the research problem ?
5. What you mean by 'Sample Design' ?
6. What is simple random sampling ?

(6 × 1 = 6 weightage)

Part B*Answer any four questions.**Each question carries 3 weightage.*

7. What is Probability sample ?
8. What is classification and tabulation ?
9. What are the secondary sources of data collection ?
10. What precautions the researcher must take while drawing inferences as per the results of the hypothesis test ?

Turn over

11. What is Hypothesis ?
12. What are the characteristics must hypothesis possess ?

(4 × 3 = 12 weightage)

Part C

Answer any **three** questions.
Each question carries 4 weightage.

13. What is the meaning of sampling frame ?
14. What is sampling errors ?
15. What are the objectives of research ? What is the criteria for good research ?
16. A manufacturer considers his production process to be working properly if the mean length of the rods he manufactures is 8.5". The standard deviation of the rods always runs about 0.26". Suppose A sample of 64 rods is taken and this given a mean length of rods equal to 8.6". What is the null and alternative hypothesis for this problem ? Can you infer at 5 % level of significance that the process is working properly ?
17. Explain Exploratory research design with example.

(3 × 4 = 12 weightage)

Part D

18. Answer the *compulsory* question (6 weightage) case study :

David Feld, founder of Today's Man, a \$204 million retailer based in Moorestown, New Jersey ; guessed that many men equated buying clothes with going to the dentist, but he didn't know why Feld paid for focus groups to uncover the truth. But he never met a focus group he trusted.

Finally Feld's advertising agency recommended he talk to a company of professional hypnotists based in New York. Feld was skeptical, but he was desperate and curious enough to commission a study focused on why men feel uncomfortable in clothing stores. "The results really shook us up," Feld reports. The comments the men made under hypnosis had the ring of authenticity he had been searching for.

Hypnotized men revealed that they often hated the way their clothes fit but didn't know how to complain.

"One guy told us that the last time he bought a suit, it didn't fit right-but he didn't say anything," Feld says. "He then told the hypnotist how insecure and dopey he felt when he Wore that suit." Further, some of the groggy men admitted to a sense of Powerlessness-they felt ganged up on by both their wives and pushy sales.- people. "We had never gotten that answer before,"Feld says.

Questions :

- 1 Evaluate the research methods used by Today's Man.
- 2 Would you recommend any additional research ?

(6 weightage)