

**NCRD's Sterling Institute of Management Studies,
Nerul, Navi Mumbai**

SEMESTER END EXAMINATION MMS SEM II April 2016

Sub: Business Research Methods (Set II)

Date: 21.04.2015

Time: 11am to 2.00 pm

Day: Thursday

Marks: 60 Marks

Roll No:

Instructions: Question No. 1 is compulsory. (Total 20.Marks)

Attempt Any Four Questions from the Rest. (Total 40 Marks)

Q1. Case Study

Using the Social Audience as a Focus Group

Often, social media is the domain of marketing or customer service departments. But while it is an essential tool for these purposes, the data and insights obtained from social networking can have a big impact on businesses' actual product or service. The key lies in asking for and listening to customer feedback, which can be used to frame well informed product decisions. In doing so, we not only gain useful feedback, but customers also feel we are listening to their concerns, a win-win situation for any business.

We are probably already using social listening as part of our strategy, to identify what is being said about our company and address problems before they have a chance to become viral sensations. So why not use these same tools to compile feedback that could inform our business as a whole?

One of the biggest success stories for this kind of social listening is Domino's Pizza, which had used the wide reach of social feedback to collect customer reports on its food quality, which it then used to improve its offerings. "Social media was a big arena for us to get a lot of that feedback," Chris Brandon, the company's director of communications, explained in an interview with DBusiness. "It wasn't just classic research methods, like focus groups and surveys. It was actually getting out there and hearing from people."

By listening to customers on social channels through its Pizza Turnaround campaign, Domino's did turn the business around, with stock prices up over 700 percent since 2010, with big growth in both sales and stores. While we cannot promise that all social feedback will produce such dramatic business results, taking the time to listen to our customers on social channels and cultivating a successful social test group can have big business impact.

Can Social Media Replace Focus Groups?

When it comes to collecting customer options, social media has some advantages and some disadvantages over a more traditional focus group environment. Social media is fast, allowing us to collect immediate feedback on anything we want, and, depending on our social following, the number of responses is likely to beat out a traditional focus group or survey.

However, we have to remember to take socially collected data with a grain of salt. Depending on the network we are on, it can be tough to tell who we are talking to, making it difficult or even impossible to try to collect a random sample of participants or gauge the opinions of specific

demographic groups. Further, the nature of social interactions means we are probably getting a fast answer to a single question rather than an in-depth response. Quick feedback might be poorly thought out, be unclear, or not address the question we were trying to ask. Despite these potential downfalls, businesses are definitely making good use of this kind of social insight, some of them on a big scale. Take a look at Lay's, which is currently running a "Do Us A Flavor" contest where social followers were asked to submit chip flavors, which everyone can vote on. Even though the company is giving out a big cash prize, it may be a small price tag for that much consumer approved research and development.

Questions:

Q1.1 Which business research method would you prefer between social media and conventional focus groups? Why?

Q1.2 Is it possible to generate reliable data for business research from social media? How?

Q2 Attempt any two (5 marks each)

- What do you mean by measurement? Describe interval scale.
- Briefly explain: In depth Interview
- Distinguish between: Restricted and unrestricted sampling

Q3 Attempt any two (5 marks each)

- Explain reliability as the evaluation criteria for a measurement tool
- Describe practicality as the evaluation criteria for a measurement tool with a brief note on convenience.
- Explain briefly: cluster sampling

Q4 Attempt any two (5 marks each)

- Differentiate between references and bibliography
- Write a brief note on: census survey
- Differentiate between: Simple random sampling and complex probability sampling

Q5 Attempt any two (5 marks each)

- Write a short note on: Ordinal Scale
- Differentiate between: Null hypothesis and alternate hypothesis
- Explain briefly: Correlation Analysis

Q6 Attempt any two (5 marks each)

- Distinguish between the two measurements criteria: Economy and Interpretability
- Write a brief note on: Chi Square test
- Explain briefly: projective techniques.

Q7 Attempt any two (5 marks each)

- Explain Mills Method of Agreement
- Write a brief note on: focus groups
- Briefly explain the relevance of business research in the current dynamic market.

**NCRD's Sterling Institute of Management Studies
Nerul, Navi Mumbai**

SEMESTER END EXAMINATION MMS SEM II April 2017

Sub: - Business Research Methods

Date: 27 April, 2017

Time: 3:00 pm to 6:00 pm

Day: Thursday

Marks: 60 Marks

Instructions: Question No.1 is compulsory. (Total 20 Marks)

Attempt any FOUR Questions from Ques 2 to Ques 7 (10 Marks each)

Giving relevant examples, graphs/charts carries weightage

Q1 (a) Read the following case and answer the questions: (10 marks)

Yummi Foods India Ltd. (YFIL) is a wholly owned subsidiary of delicious foods, a giant Italy based restaurant chain. Yummi was famous for its continental cuisine. The chain of restaurants was well spread across Europe. It was eyeing the Asian continent for a long time. In 1996 it entered Japan and gained enormous success.

The Asian market proved to be lucrative, as the chain has more than 100 restaurants across these countries. The chain thought of entering the Indian sub-continent which was supposed to have enormous potential. In 2001 the chain made a survey and the survey revealed shocking information that, most food-lovers were vegetarians. Unfortunately, the chain was well-known for its non-vegetarian cuisine especially barbeque and Dover Sole. The chain also gathered information that McDonalds and Tricon group of restaurants had already set up their operations, But adopted vegetarian cuisine. The chain was surprised to find that McDonalds, very well known for its Hamburgers (beef) and chicken-burgers had adopted the Indian dishes and were running successfully. Moreover, Tricon has set up a 100 % pure vegetarian restaurant in Ahmedabad, where majority were of the population is vegetarian.

The chain was in a dilemma. But is finally decided to launch its restaurants in different metros of the country, with its world-famous non-vegetarian cuisine.

The cuisine also contained vegetarian dishes, but not too many. The restaurant had a poor response rate in the first six months. The chain incurred a loss of Rs. 2 crores in this period, and hence thought of closing some of its restaurants. Then it appointed a well known market research agency to find out what went wrong. Research findings revealed that if the chain wanted to survive and also succeed in the Indian market, it has to add vegetarian dishes to its cuisine.

The main problem was that the cuisine of the Yummi chain was predominantly Non-vegetarian, and did not contain many vegetarian dishes. It appealed to the Global Headquarters in Italy to solve the problem, by suggesting vegetarian dishes. The headquarters after consulting the experts advised the chain to stick to the non-vegetarian cuisine. It also suggested that the chain might run the restaurants in particular metros where more number of non-vegetarian food lovers were present, and close down the rest of the restaurants. Contrary to this decision, the chain was firm to introduce many vegetarian cuisine, and asked the expert team to find vegetarian dishes irrespective of its acceptance by the customers.

- (i) State the appropriate research design to find out the 'customers opinion' on the cuisine.
- (ii) Suggest suitable locations, sample size, and the technique and scales to be used.
- (iii) What appropriate data collection would you suggest, and mention the necessary components in the instrument.

(b) A Researcher, working on shopfloor for productivity, studies the output of three identical machines, supplied by the companies X, Y, and Z, for 5 days. Their production in number of units is:

Days ↓	Companies →	X	Y	Z
1		30	36	26
2		35	44	32
3		41	43	30
4		43	47	27
5		36	40	30

The researcher, considers this as a CRD design. Use one-way ANOVA to judge whether the machines supplied by the three companies X, Y, and Z are identical in terms of productivity, at 5 % level of significance.

The table values of F Ratio, at 5 % level of significance are :

$$(3, 15) df = 3.287 \quad (2, 12) df = 3.885 \quad (10 \text{ marks})$$

Q2 (a) What is 'Research'? Explain the research process. State the characteristics of a good research. (10 marks)

Q3 (a) State the four types of measurement scales, and their features. (4 marks)

(b) ABC Drug Research Unit, at Bhopal, is testing two newly developed drugs – BP756 and BP297, to reduce blood pressure levels. The drugs are administered to two different set of animals. In group one, 350 of 600 animals tested respond to the drug BP756. In group two, 260 of 500 animals tested respond to the drug BP297. Now, ABC Drug Research Unit wants to test whether there is a difference between the effectiveness of the said two drugs at 5 % level of significance. How will you proceed? (3 marks)

(c) What is conclusive research? (3 marks)

Q4 (a) Discuss the following terms (any THREE) (2 marks each)

(i) Hypothesis (ii) Nominal Scale (iii) Secondary Data (iv) Personal Interview
(v) Sampling Error (vi) Cross-sectional Studies (vi) Research Ethics

(b) A research unit, wanted to test the effectiveness of vaccination for smallpox.

Hence during the outbreak of smallpox, the survey conducted for 2,000 persons revealed the following:

	Attacked	Not Attacked
Vaccinated	31	469
Not Vaccinated	185	1,315

Test the effectiveness of vaccination in preventing the attack of smallpox.

Use Chi-Square test at 5 % level of significance.

Given the table value of Chi-Square test for 1 df = 3.841 at 5 % level of significance. (4 marks)

Q5 (a) A survey was conducted in MIDC in Parbhani. The Profit (in Rs. crores) of the industries covered revealed the following distribution:

Profit (Rs. Crores)	0 – 10	10 – 20	20 – 30	30 – 40	40 – 50	50 – 60
No. of Companies	7	5	22	9	5	2

Find the average and Standard Deviation of the profits. (6 marks)

(b) PQR Co. wants to expand its operations in India. Two of its Directors, Shah and Rao, narrow down on 8 probable sites for their factory to be set up. Then they individually assign ranks to the 8 sites (A .. H), where 1 denotes the highest rank.

Sites	A	B	C	D	E	F	G	H
Rank given by Shah	7	5	1	8	2	6	3	4
Rank given by Rao	8	6	1	7	3	5	2	4

Find to what extent, the assessment made by the two directors agreed. (4 marks)

Q6 (a) You have participated in a management event of an institute wherein, there was 'Business Quiz' and 'Case Study' competition. Making suitable assumptions, prepare a suitable questionnaire which the participants are expected to fill at the end of the day. (5 marks)

(b) Explain 'Research Report'. (5 marks)

Q7 Write notes on any TWO (5 marks each)

- (i) Focus Group
- (ii) Research Design and its types
- (iii) Data Coding and Editing
- (iv) Non-Probability Sampling