

DECEMBER 2013 EXAMINATION

GM 07/eGM07 RESEARCH METHODOLOGY

Time : Three hours

Maximum Marks : 100

NOTE: The paper is divided into three sections. Section A, Section B and Section C. There are seven question in Section A. Students are required to attempt four questions from Section A. Section B has 5 questions, out of which student has to attempt any 3 and Case Study in Section C is compulsory.

Section – A (10 marks each)

1. Distinguish between management problem and research problem. (10)
2. Why is it important to define the research problem appropriately? (10)
3. What is Simple random sampling? How is it done? (10)
4. Indicate the basic measurement scales with examples (10)
5. What are the methods by which data collected can be summarized? (10)
6. When would you consider Observation as a Technique for data collection? (10)
7. What is meant by the term “Research Methodology?” (10)

Section – B (15 marks each)

8. Explain what is meant by Research Design. Indicate the different types of Research Design and give examples of situations where it can be used. (15)
9. Welcome Inc. is a chain of fast –food restaurants located in major metropolitan areas of the country. Sales have been growing very slowly for the last two years. Management has decided to add some new items to the menu, but first they

want to know more about their customers and their preferences. Explain what type of research design would you suggest and why?

(15)

10. What is the difference between Comparative Scaling and Non Comparative Scaling techniques? What is the purpose of each and give examples to indicate the nature of problems for which each of these will be most appropriate.

(15)

11. Describe the method of Stratified Sampling. What criteria should be adopted for the selection of stratification variables?

(15)

12. The management of a local restaurant wants to determine the average monthly amount spent by households in restaurants. The standard deviation of the expenditure on restaurants can be evaluated as Rs. 75. Management wants to be 95% confident of the findings and does not want the error to be exceed either \pm Rs. 5.

a) What sample size should be considered for the survey of households.

b) If 20% of the households would not be available during conducting of the survey, then what should be the sample size.

(Z value = 1.96)

(15)

Section – C (15 marks)

Case Study (Compulsory)

Prabhu Saran is a promoter of unbranded Pressure Cooker and after nearly two years of producing the product and selling it mainly in small towns has sat down with a frown in his face and looked at the balance sheet of his firm. He felt let down because the sales has been poor and he could make only nominal profits though his initial research had indicated that the product would have good sales. The next day he decided to call his marketing manager Mr. Sandeep Singh and said "Where have we gone wrong, we need to get to the bottom of it—I can't give it up so soon especially having spent so much money in installing the factory and also my workers will get unemployed" Mr Singh was also equally concerned and said 'Sir, I think we need to brand the product like those by Prestige or Hawkins.' " I think branding and advertising would increase the visibility and hence demand would pick up. The sale of Prestige and Hawking has indeed gone up during this period." The production manager Mr. Govind who earlier worked with Prestige group on the other hand said "Sir, I think we are taking some short cuts like going for the cheapest raw material and the process is also slightly inferior which results

in the considerable amount of rejections within the factor itself and hence our costs are higher, else we could have reduced the production costs even cheaper and hence could sell at a lower cost.” Mr. Sandeep Singh however interjected and said that while we can continue to lower our costs but our price is still lower than that of the branded goods but what is required is to showcase our product and provide visibility to the customer. Hence after long discussion, it was decided to take up process improvement while side by side it was decided to undertake a study on the perception of customers about this unbranded Pressure cooker and those of the branded pressure cooker. Mr Sandeep agreed to engage an marketing research firm for the purpose. He then called upon the research agency and gave them the details of the present reach of the market catered by the firm and also the level of visibility presently and what can be done about increasing the visibility. Further what would the customer like the company to do in terms of product range, the level of safety they feel in using the product, the availability of gaskets and other parts of the product etc. The marketing agency was asked to give their proposal indicating the type of research and the research design for this purpose.

Questions:

13. If you were the market research agency analyze the above situation and come up with the following:
 - a) the research design you would recommend.
 - b) the target segment from which you would draw your sample
 - c) the research questions that you would want to attempt to answer.
 - d) prepare a questionnaire for answering the above questions.

(15)