

**Q.P. Code : 61312**

**Second Semester (DAY) M.B.A. Degree Examination, July 2019**

*(CBCS – 2014 Scheme)*

**Management**

**Paper 2.2 – MANAGEMENT RESEARCH METHODS**

*Time : 3 Hours]*

*[Max. Marks : 70*

SECTION – A

Answer any **FIVE** of the following questions. Each question carries **5** marks :

**(5 × 5 = 25)**

1. Discuss the Research Applications in Business Decisions.
2. Define research and state the research problem to launch a new product.
3. Briefly describe the contents of a research report.
4. Define Sampling frame, Sampling unit and Sampling element with suitable example.
5. Distinguish between Type I and Type II Error.
6. Identify the type of scale being used in each of the following questions :
  - (a) How old are you?
  - (b) You would recommend aerated drinks to others (i) Strongly disagree (ii) Disagree (iii) Neither disagree nor agree (iv) Agree (v) Strongly agree.
  - (c) Rank the following brands in order of your preference (i) Dove (ii) Lux (iii) Lifebuoy (iv) Pears.
  - (d) Please give your family income : Less than 25,000; 25,000-50,000; 50,000 and above.
  - (e) Gender : (i) Male (ii) Female.
7. Distinguish between Deductive and Inductive logic.

SECTION - B

Answer any **THREE** of the following questions. Each question carries **10** marks :

**(3 × 10 = 30)**

8. How are Research designs classified? What are the distinguishinh features of each? Differentiate by giving appropriate examples.
9. Prestige consulting services offer personalized investment advice to customers. Management is concerned with how its customer rate the service and the personnel at the consultancy and they would like to know about the customer's impression of Prestige. Design a mail questionnaire to obtain the desired information.
10. Write short notes on :
  - (a) Cronbach's alpha
  - (b) Parametric test
11. Discuss the process of data preparation data coding. Prepare a hypothetical code book for the variables chosen by you.

SECTION - C

12. Cast Study : NASCAR : Changing the Redneck Image : **(1 × 15 = 15)**

The Situation

The sound of engines roaring \_\_\_\_\_ the voices of screaming fans \_\_\_\_\_ the beating of hearts pumping \_\_\_\_\_ the excitement of NASCAR! The National Association of Stock Car Auto Racing (NASCAR) is a company unlike any other. Although it generates excitement in fans all across the nation, NASCAR has been stereotyped as only appealing to Southerners with lower incomes who work in laborer-type jobs, Brian France, CEO of NASCAR, wanted to increase its audience and chance its stereotyped image.

NASCAR conducted exploratory research to identify ways to penetrate the non-race market, reach younger fans, and build its brand image across the nation. Extensive focus groups revealed that

1. NASCAR had a rural sports image.
2. This image was not necessarily negative, and
3. Companies that supported sports were viewed positively.

Questions :

- (a) Do you think the research design adopted by NASCAR was appropriate? Why or why not?
- (b) What research designs would you recommend?
- (c) Discuss the role of the type of research design you recommend in enabling Brian France to change the image of NASCAR?