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USN 1BI07MBA35

05MBA26

Second Semester MBA Degree Examination, June / July 08
Business Research Methods

Time: 3 hrs. Max. Marks:100

Note : *Answer any FOUR full question from Q.1 to Q.7. Q.No. 8 is compulsory.*

1 a. What do you mean by deduction and induction? (03 Marks)
b. What are the difficulties in applying scientific methods in marketing research? (07 Marks)
c. What is marketing research? Explain the areas of marketing research. (10 Marks)

2 a. What are the different types of sampling errors? (03 Marks)
b. Discuss in detail the emerging trends in business research. (07 Marks)
c. Explain the different qualitative techniques for data collection. (10 Marks)

3 a. What is multi dimensional scaling? (03 Marks)
b. What is observation? Explain the different types of observation methods. (07 Marks)
c. What are the different types of reports? Explain the contents of each section of a report. (10 Marks)

4 a. What are the guidelines for making oral presentation more effective? (03 Marks)
b. Explain the procedure for testing hypothesis. (07 Marks)
c. Explain the different non – probability sampling techniques. (10 Marks)

5 a. What is executive summary? (03 Marks)
b. Explain the various steps involved in sampling process. (07 Marks)
c. What are the steps in research process? (10 Marks)

6 a. What is before and after with out control design? (03 Marks)
b. A consumer durable company manufacturing TV sets wants to know customers brand perception in the colour TV segment. Prepare a questionnaire for consumers to conduct marketing research. (07 Marks)
c. What do you mean by research design? Explain the following research designs.
i) Exploratory research ii) Descriptive research. (10 Marks)

7 a. Explain type I error and type II error. (03 Marks)
b. What is tabulation? What are the types of tabulation? (07 Marks)
c. Write short notes on:
i) Discriminant analysis
ii) Conjoint analysis
iii) Correlation
iv) Chi – square test. (10 Marks)

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8 **CASE STUDY :**

City Bank Ltd., a private sector bank is located in a city with a population of more than 30 lac. It's main competitors are Atria Bank Ltd., and Excel Bank Ltd. The size of the banks in terms of capital, assets are almost the same. Interest rates offered on loans and advances are more or less the same. Recently few foreign banks have also set up their branches in the same city. The main services offered by the city bank are Current Account, Savings Bank, Fixed Deposits, Recurring deposits , Housing loans, Educational loans, Locker facilities, Internet Banking, Credit cards, etc. The bank has more than 25 ATMs operating in different parts of the city. The bank has decided to hire the services of a marketing research company to conduct a customer satisfaction survey among 1000 customers to get the following information.

i) Reasons for choosing city Bank for their banking needs.
ii) Which are the facilities availed by the existing customers?
iii) How do the customers rate the service with respect to the following attributes?
   a) Prompt opening of the branch. b) Up keep and maintenance c) Attitude of staff
   d) Use of Technology e) Convenience of working hours f) Adherence to time norms for issuing drafts, pass book updating etc. g) Procedure for sanction of loans
   h) Redressal of grievances i) Maintenance of suggestion box.
iv) Whether the current customers are also using the services of competitors.

A mail questionnaire has been planned by MR agency to be sent to the customers along with a reply envelope.

Questions :

a. Design a suitable questionnaire using 5 point Likert scale along with a covering note. **(10 Marks)**
b. Is a mail questionnaire suitable? If not what other alternatives are available? **(05 Marks)**
c. What are the advantages and disadvantages of limiting the survey to just the current customers of the bank? **(05 Marks)**

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