Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_

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**End Semester Examination – Nov/Dec – 2018**

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| **Code :** | **16MS3011** | **Duration :** | **3hrs** |
| **Sub. Name :** | **BUSINESS RESEARCH METHODS** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q.**  **No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | “Research is a step by step solving a problem” – Elucidate. | CO1 | 20 |
| (OR) | | | | |
| 2. |  | Samples are the representation of the population. But choosing the representation needs a special skill. Explain. | CO1 | 20 |
|  |  |  |  |  |
| 3. | a. | What are the significance of survey of literature in research. | CO1 | 5 |
| b. | Explain the characteristics of sound measurement and Discuss the kinds of data types and scaling techniques. | CO1 | 15 |
| (OR) | | | | |
| 4. | a. | Develop a Likert scale to measure a perception of bank customer towards the concept of Internet banking. | CO2 | 10 |
| b. | Develop a semantic differential scale to measure the image of two fast food restaurants KFC and Domions Pizza. | CO2 | 10 |
|  |  |  |  |  |
| 5. |  | Explain the guiding considerations in construction of a questionnaire. Construct a questionnaire for to study the perception of Indian online buyers invasion of Alibaba in India. | CO2 | 20 |
| (OR) | | | | |
| 6. | a. | Explain the different sources of data collection. List out their merits and limitations. | CO1 | 10 |
| b. | Discuss the tests of significant differences and tests of significant relationships. | CO1 | 10 |
|  |  |  |  |  |
| 7. |  | Examine the different types of report, particularly pointing out the difference between a technical report and a popular report. | CO2 | 20 |
| (OR) | | | | |
| 8. |  | What are the characteristics of a good research report? Add a note on the contents of report. | CO2 | 20 |
|  |  |  |  |  |
| 9. |  | **Compulsory:**  Enhancing the utility of sports utility vehicles one industry that has taken advantage of online focus groups is the automobile industry specifically Nissan. while designing the xterra sports utility vehicle (suv), nissan conducted several online focus groups to get feedback on designs, as well as find out what their target market wanted to see in an SUV. The market, consisting of young, active, athletic people was eager to participate. They wanted an SUV that could carry sporting and camping equipment inside the vehicle or on racks, but they wanted it to be offered at a reasonable price. The focus groups discussed topics such as the features they were looking for such as racks on the top and the back of the SUV, four doors, a sporty design, trendy colors and lots of room inside the vehicle. Nissan delivered in all of these areas, and has been successful. The xterra became a success.  On-line focus groups revealed that many automobile buyers wanted custom-built vehicles. Therefore, Nissan become the first major automaker to announce web-enabled build-to-order manufacturing.  **Questions**: |  |  |
|  | a. | Comment on the qualitative research conducted by Nissan. | CO1 | 10 |
| b. | Based on the case write a Research report. | CO2 | 10 |