School of Business

Bachelor of Business Administration
Mid Term Examination - May 2024

Duration : 90 Minutes
Max Marks : 50

Sem IV - D1UA416T - Research Methodology

General Instructions
Answer to the specific question asked
Draw neat, labelled diagrams wherever necessary
Approved data hand books are allowed subject to verification by the Invigilator

1) A demographer analyzes census data to provide a detailed description of population demographics within a particular region. Would you classify this research as descriptive or exploratory? Justify your answer. K3 (6)

2) In the context of Pathanjali Retail's recent product launch failure, find out the primary sources of data the company should have utilized to understand customer preferences and market demand (5marks). Explain the steps in business research? (4 marks) K3 (9)

3) Develop a sampling strategy for a study investigating employee satisfaction in a company.? And Expalin its usefullnes for deciosn making ? K4 (4)

4) You are a marketing consultant hired by a leading automobile manufacturer MARUTI Motors, to investigate the impact of social media marketing on brand awareness. The company is planning to launch a new line of electric vehicles (EVs) targeting environmentally-conscious consumers. The company wants to leverage social media platforms to increase brand visibility and attract potential customers. Develop a comprehensive research design that you would employ to study the effectiveness of social media marketing in enhancing brand awareness? K4 (8)

5) Consider you're conducting qualitative interviews to understand customer satisfaction in a retail banking context. Develop a htpothesis to analyze costomer satisfaction capturing themes such as service quality, convenience, and trustworthiness. (4 Marks)
What are the key components of the research process that ABC Corporation should consider in addressing its declining smartphone sales in Asia? (4 Marks) K4 (8)

6) Maintaining a positive brand image and managing reputation is crucial for businesses in competitive markets. Qualitative research can explore brand perceptions, attitudes, and emotions among consumers, while quantitative research can measure brand awareness, loyalty, and associations using metrics such as brand equity indices or Net Promoter Score (NPS). Balancing the depth of qualitative insights with the breadth of quantitative measurements is essential for effective brand management. For this case identify the dependent and independent variable for regression analysis to predict sales based on various marketing variables. K5 (5)

7) Please rate your overall satisfaction with our product/service on a scale from 1 to 5, where 1 is very dissatisfied and 5 is very satisfied.(5 marks) and compare likert scaling and semantic credentials scales of measurement through two sets of question for this case?(5 marks) K5 (10)