School of Business
Master of Business Administration MBA Dual Specialization
Mid Term Examination - May 2024

Duration : 90 Minutes
Max Marks : 50

Sem II - D1PK204T - Business Research Method

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) You're a marketing manager for a new energy drink company, and you're tasked with identifying potential research problems for understanding consumer preferences and market trends. Formulate research problem, research objectives and research design. — K3 (6)

2) If you're a researcher getting ready to start a new project. Explain how important it is to carefully read existing research papers to help you understand and address the challenges inherent in your own research. — K3 (6)

3) Differentiate between probability and non probability sampling methods. — K4 (4)

4) Comapare qualitative and quantitative research with the help of an example. — K4 (4)

5) Imagine you're overseeing a research project. Your team needs to discern between Descriptive and Analytical research approaches to decide how to proceed effectively. — K4 (8)

6) Assume that a manufacturer of a line of packaged meat products wanted to evaluate consumer attitudes towards
the brand. A panel of 500 regular consumers of the brand responded to a questionnaire that was sent to them and
that included two attitude scales. The questionnaire produced the following results:
• The average score for the sample on a 25-item Likert scale (five-point) was 105.
• The average score for the sample on a 20-item semantic differential scale (seven-point) was 106.
The vice president has asked you to indicate whether these customers have a favourable or unfavourable attitude
towards the brand. What would you tell him? Please be specific.

K5 (10)

7) "The table below presents data on customer preferences for various fast-food restaurant chains. Each cell represents the proportion of customers who prefer the restaurant brand listed in the column over the brand listed in the row. Use the data to prepare an ordinal and an interval scale."

K6 (12)

Brands	McDonald's	Burger King	Wendy's	KFC
McDonald's	-	0.55	0.60	0.45
Burger King	0.45	-	0.50	0.40
Wendy's	0.40	0.50	-	0.35
KFC	0.55	0.60	0.65	-