



Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2020-22) END TERM EXAMINATION (TERM -III)

Subject Name Business Methods in Business

Time: **02.30 hrs**

Sub. Code PG 19

Max Marks: **60**

Note:

All questions are compulsory. Section A carries 10 marks:5 questions of 2 marks each,Section B carries 30 marks having 3 questions (with internal choice question in each) of 10 marks each and Section C carries 20 marks one Case Study having 2 questions of 10 marks each.

SECTION - A

Attempt all questions. All questions are compulsory.

2×5 = 10 Marks

Q. 1 (A): What do you mean by research?

Q. 1 (B): State any three essential features of research.

Q. 1 (C): Describe extraneous variable.

Q. 1 (D): What do you understand by a longitudinal study?

Q. 1 (E): Discuss the process of conducting a scientific research?

(CO1)

SECTION – B

10 x 3 = 30 Marks

All questions are compulsory (Each question has an internal choice. Attempt any one (either A or B) from the internal choice)

Q. 2: (A). “Research design in exploratory studies must be flexible but in descriptive studies, it must minimise bias and maximise reliability.” Discuss. **(CO-2)**

OR

Q. 2: (B). “Experimental method of research is not suitable in management field.” Discuss, what are the problems in the introduction of this research design in business organization? **(CO-2)**

Q. 3: (A).What does a measure of central tendency indicate? Describe the important measures of central tendency pointing out the situation when one measure is considered relatively appropriate in comparison to other measures. **(CO-3)**

OR

Q. 3: (B).The estimated equation mentioned below defined the relationship between the Salaries of college lecturers in relation to years of teaching experience. **(CO-3)**

$$Y = 17.321 + 1.545X + e$$

$$P \text{ value} = (0.000) \quad (0.000)$$

Explain the interpretation.

Q. 4: (A). Discuss the guidelines a researcher must follow for graphical and tabular representation of the research results. **(CO-4)**

OR

Q. 4: (B). You are presented with the following table of frequency counts to show the nature of relationship between age and watching of movies in a cinema hall. What conclusion can be drawn?(CO4)

Frequency of watching movies	Age	
	Under 35	35 & above
4 or more times in a month	200	80
Less than 4 times in a month	130	190
Total	330	270

SECTION - C

Read the case and answer the questions

10×02 = 20 Marks

Q. 5: The Indian television industry has seen an exponential growth since the satellite television first came to India. Today, though cable penetration is only about 70 per cent (according to various industry estimates), this class of people watching cable tv is defined as the ‘consuming class’ in India. By 2002, the share of cable and satellite television was 86.9 per cent of the total television advertising as against a meagre 31.3 per cent in 1994. Hindi general entertainment television is the fuel for growth in the television industry with a 46.8 per cent share of the total viewership and an even higher 57.4 per cent share of the total advertising revenue. Sony Entertainment Television is a key player in this space and has been a consistent and strong number two behind Star Plus, which has been the undisputed leader since July 2000. In India, most homes are single-TV homes. Hindi is the preferred language for consuming entertainment across India (except the four southern states) and that makes the Hindi general entertainment television an intensely competitive space. It consists of five players. Star Plus has been the undisputed leader since July 2000 and has significantly consolidated its position thereafter. In September 2003, Star Plus has nearly five times as much viewership as its nearest rival Sony Entertainment Television. The other contenders are Zee TV, Sahara TV and SAB TV. The key factor is that during primetime (specifically in the 9-10 pm slot) which is the focus of this case, the females influence the choice of channel to view.

Sony Entertainment Television dominated the 9-10 pm band, with two of its leading shows, Kkusum and Kutumb until mid-2002 after which the 4 daily shows of Star Plus took over.

Despite several high profile attempts to regain lost audiences, Sony Entertainment Television’s share in this band continued to erode. Star Plus had established a clear dominance over Sony Entertainment Television. (Star Plus average range of Television Ratings (TVRs) is approximately 13.2 TVRs, as compared to Sony Entertainment Television’s 1.3 TVRs). Besides, Sony Entertainment Television was now perceived as a ‘me-too’ to Star Plus.

Sony Entertainment Television realized that women were the primary target audience who could get eyeballs for the channel. The challenge, therefore, was to create and sell a distinct viewing alternative, going beyond the clichéd family dramas with storylines revolving around family conflicts and kitchen politics which is the predominant fare on general entertainment channels today.

Questions

Q. 5: (A). What could be the probable sources of establishing the market share of the channel that are used in the case? Can one rely on the authenticity of Sony’s dominance? Why/why not? (CO3)

Q. 5: (B). To help Sony achieve its target of understanding what Indian women want, what secondary data sources would you suggest? (CO4)

Mapping of Questions with Course Learning Outcome

Question Number	COs	Marks Allocated
Q. 1:	CO1	10 marks
Q. 2:	CO2	10 marks
Q. 3:	CO3	10 marks
Q. 4:	CO4	10 marks
Q. 5:	CO3, CO4	20 marks

Note: Font: Times New Roman, Font size: 12.