



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

POST GRADUATE DIPLOMA IN MANAGEMENT (2017-19)
END TERM EXAMINATION (TERM -III)

Subject Name: **Research Methods in Business**

Time: **02.00 hrs**

Sub. Code: **PG-19**

Max Marks: **50**

Note:

- 1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.**
- 2. All questions are compulsory in Section A, B & C. Section A carry 2 caselets of 5 Marks each and one Case Study of 10 marks, Section B carries 2 questions of 10 marks each and Section C carries 5 questions 2 marks each.**

SECTION - A

Q-1 (A) The human resources director of a company with 82 people on its payroll has been asked by the vice president to research the employee's perception about new flex- time policy. The director feels that such a policy is not necessary since everyone seems happy with the 9 to 5 hours, and no one has complained. But before taking final decision, human resources director wants to conduct a survey of employee about their perception of new flex- time policy.

Question: You are required to suggest which sampling technique is best suited in this situation and why? **5 Marks**

Q-1 (B) A scientist wants to know if children from divorced parents score differently in their high school board examination than children from non divorced parents.

Question: Which statistical test will be appropriate to test the hypothesis in this case? Provide justification for your selection. **5 Marks**

Q-2 Case Study of Crime Rate in Uttar Pradesh **10 Marks**

Uttar Pradesh Government is concerned about the increasing crime rate in Uttar Pradesh. In a cabinet meeting, one minister highlighted that because of increasing unemployment, crime rate is increasing in the state. Government of Uttar Pradesh has decided to conduct a survey in 47 cities of Uttar Pradesh to assess the effect of unemployment rate on crime. Data collected from 47 cities has been analyzed with the help of Regression analysis and results of analysis are given below:

Question: You are required to read the results and interpret the results so that Uttar Pradesh Government can take decision.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.425	.381	.262	26.44501

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	6931.520	1	6931.520	9.912	.003 ^b
Residual	31470.236	45	699.339		
Total	38401.757	46			

a. Dependent Variable: Crime rate (number of offences per million population)

b. Predictors: (Constant), Wage (median weekly wage)

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	35.970	21.578		1.667	.102
Unemployment Rate	.127	.040	.425	3.148	.003

a. Dependent Variable: **Crime rate (number of offences per million population)**

SECTION - B

10×02 = 20 Marks

Q. 3: Marketing research team of Samsung mobile wants to conduct a Customer Survey in order to improve its Marketing strategies. The primary aim of this survey is to:

- Evaluate of various factors affecting purchase decision of customers.
- Compare Samsung with other competitors on factors like Features, Price and Quality etc.
- Assess the satisfaction of existing customers of Samsung Mobile on various parameters like Camera Quality, Battery Durability, Processor etc.

You are required to design an appropriate questionnaire for the Marketing Team of Samsung Mobile for conducting customer survey.

Q-4: You have been invited as a research consultant in IBM solutions. The Management of IBM Solutions is concerned about the dip in the performance of its employees. Thus, Management of IBM wants you to conduct a research to suggest how to improve the performance of employees.

How will you as a research consultant initiate this research and what all steps you will take to complete this research?

SECTION – C

02×05 = 10 Marks

Q.5 (A): Describe a situation where you would consider the use of stratified random sampling.

Q.5 (B): Data collection is the backbone of business research. Outline various techniques / methods used for Primary data collection in business research.

Q.5 (C): You have collected a data of 200 employees of HCL to determine the level of employee satisfaction. What steps will you take to prepare raw data collected for final data analysis?

Q.5 (D): A University Professor wanted to analyze in depth the reasons for absenteeism of employees in organizations. Fortunately, a company named Voltas within 20 miles of the campus employed her as a consultant to study reasons for absenteeism of its employees. Discuss with reasons whether this research falls into the category of applied or basic research.

Q.5 (E): Why review of previous literature is important for any business research study?