



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

POST GRADUATE DIPLOMA IN MANAGEMENT (2018-20)
MID TERM EXAMINATIONS (TERM -III)

Subject Name: **Research Methods in Business**

Time: **01.30 hrs**

Subject Code: **PG-19**

Max Marks: **20**

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 carries 1 Case Study of 8 marks. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.**

SECTION - A

08 Marks

Q. 1: Case Study:

Today life has changed drastically as technology that once considered a luxury has now become an everyday necessity. Middle as well as upper-class families have become tech dependent. Laptops now a days, with advanced technologies keep all of us busy by enabling us to work from home and also it becomes a source of earning money while sitting at home. Every consumer analyses various factors along with quality of laptop before buying one. Keeping the customer expectation and requirement, a laptop manufacturing company to undertake a research on consumers with following objectives

- To find the trend of laptop sales in small town of India, the best emerging market for laptops.
- To find out current taste and preferences of consumer for laptops.
- To find out factors affecting consumer buying decision for laptops.
- To know where to advertise and what medium should be used.

Discussion Question:

You are required to prepare a draft questionnaire to collect information related to above objectives.

SECTION - B

02×03 = 06 Marks

Q. 2: The problem definition stage is perhaps more critical in the research process than the problem solution stage. Discuss this statement

Q. 3: A university professor wanted to analyze in depth the reasons for absenteeism of employees in organizations. Fortunately, a company within 20 miles of the campus employed her as a consultant to study that very issue. Discuss with reasons whether this research fall into the category of applied or basic research.

Q. 4: How does technology help in information gathering and data collection in research?

SECTION - C

03×02 = 06 Marks

Q. 5. A company is manufacturing and selling a consumer non-durable product for last 15 years. The market for the product is spread over the country. The management has divided the market into several regions. Every year, the management sets sales targets for different regions. A marketing manager for a particular region has been observing that he is not able to achieve his sales targets. He wants to find the reasons for this and initiates a study of the market.

What type of research will he take up and what will be the best mode of operation (method) for this research? Please explain briefly.

Q. 6. What are the different levels of measurement? Briefly explain each level with a suitable example.