

GANPAT UNIVERSITY
BBA Examination November 2012

BBA (G/FS/RM/MM), Semester 5 (CBCS/GPS)

Time: 3 Hours

VA01BRM/C501: Business Research Methods

Total Marks: 70

Instructions:

1. Answers to the two sections must be written in separate answer books.
2. Figures to the right indicate marks.
3. Q-1 in Section I, and Q-4 in Section II are compulsory.

SECTION-I**Q-1**

- (A) Explain the difference between basic and applied research. (6)
- (B) Explain the process and use of laboratory experiments. (5)

Q-2

- (A) Explain single cross sectional design with its application. (6)
- (B) Explain various sources of data. (6)

Or

- (A) A company has developed a new product. It wanted to launch it across the country but before launching the new product company want to carry test marketing. In the process of test marketing company has developed two experimental groups and two control groups. Prior measurement for likability of product was carried out on one experimental group and one control group. Then treatment was given to both experimental groups. Post treatment measurement were carried out for all the groups. Identify the research design and explain how various extraneous factors have been control in this design. (6)
- (B) A student of cancer branch of medical carried out the research for testing the effect of new drug on cancer patients. For this student has developed two groups of fifty patients each and patients were given to both the groups randomly. All the patients of one group will be exposed to the new drug. Patients of other group will not be exposed to the new drug. All the patients were given same facility in the hospital during the said experiment. The measurements were taken before and after the drug were given to the groups. Which is this research design? Explain its limitations. (6)

Q-3

- (A) What is the importance of significance level in hypothesis testing? (6)
- (B) A dealer of DTH services (Direct to home channels i.e. TATA sky, AIRTEL, VIDEOCON) wishes to conduct a satisfaction survey for his customers in Mehsana. Help him in developing the questionnaire for above said objective. (Assume necessary data, if required). (6)

Or

- (A) Explain the determination of sample size for any hypothetical research with the help of statistical formula. (6)
- (B) The experiment was conducted to test the effects of the face value of coupons on the likelihood of coupon redemption. Subjects were randomly assigned to 2 treatment groups. One group was offered 15-cent coupons and the other 50-cent coupons for four products. During the interviews, the respondents answered questions about which brands they used and how likely they were to cash coupons of the given face value the next time they shopped. In the preceding experiment, identify the independent variable, dependent variable and test units. (6)

SECTION-II

Q-4

- (A) One of the use of Exploratory research design is used to clarify the problem at hand. (6)
Comment on the statement.
- (B) Explain various methods of data collection. (5)

Q-5

- (A) Explain random sampling with an example. (6)
- (B) Explain stratified sampling method with an example. (6)

Or

- (A) Explain snowball sampling method. Also clearly explain in which situation you will use it. (6)
- (B) Mention the limitation of statistical designs. (6)

Q-6

- (A) Explain interval and ratio scales with examples. (6)
- (B) Explain six steps of research process in detail. (6)

Or

- (A) A retail hardware chain is considering a self-service system for its 326 stores. Ten stores (6)
have been selected for a trial period of three months. Ten other stores, matching the
experimental stores as closely as possible, have been selected as a control group in which the
traditional clerk system will operate. Dollar sales for each of the twenty stores will be
recorded weekly for the three-month period. Prior to the study, weekly sales will be recorded
for a month, as a "before" measure. The difference in sales between the experimental and
control groups is expected to help management in its decision.
Identify experimental variable and dependent variable. Mention the type of design with
justification.
- (B) A person is carried out his research in the area of forest in Gujarat. He is strucking his head in (6)
selection of his sample. He decided all the districts of Gujarat having the forest. Then he
selected two districts randomly. Further he has divided two districts into many talukas with
the forest into them. Then subsequently he chooses one taluka randomly for sample. Which is
this sampling process? justify your answer.

End of Paper