

M.B.A.

THEORY EXAMINATION (SEM-II) 2016-17

RESEARCH METHODOLOGY

Time : 3 Hours

Max. Marks : 100

Note : Be precise in your answer.

SECTION – A

1. Attempt the following questions:

10 x 2 = 20

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|--------------------------------------|----------------------------|
| (a) Define descriptive research. | (f) What is SPSS? |
| (b) What is questionnaire? | (g) Define ANOVA. |
| (c) What is a research problem? | (h) Explain pilot testing. |
| (d) Explain non sampling error. | (i) What is measurement? |
| (e) What is stoichiometric analysis? | (j) What is bibliography? |

SECTION – B

2. Attempt any five of the following questions:

5 x 10 = 50

- (a) “Research is much concern with fact finding, analysis and evaluation.” Do you agree with this statement? Give reasons in support of your answer.
- (b) Enlist the various practical problems that are faced by the researcher while conducting research.
- (c) Describe various steps involved in the process of Research.
- (d) Distinguish between primary data and secondary data and enlist the important methods of collecting primary data.
- (e) What is sampling? Distinguish between probability and non-probability sampling methods and explain their significance.
- (f) The measurement of the three cholesterol content was performed in the three different laboratories. The first value of each sample came from one laboratory, the second value come from another laboratory and third value came from a third laboratory. The data is presented below:

Diet Food	Laboratory		
	One	Two	Three
Diet Food A	3.6	4.1	4.0
Diet Food B	3.1	3.2	3.9
Diet Food C	3.2	3.5	3.5
Diet Food D	3.5	3.8	3.8

Perform a two way ANOVA using a 0.05 level of significance. Table value $F(3,6)=4.76$ and $F(2,6)=5.14$

- (g) Briefly discuss various kinds of chart and diagram used in data analysis.
- (h) Enumerate in brief the mechanism of report writing and state the precaution to be taken while report writing.

SECTION – C

Read the following case study and answer the questions given below-

Dunkin' Donuts: Dunking the Competition

In 1950 Bill Rosenberg began the Dunkin' Donuts chain (www.dunkindonuts.com) by opening the first location in Quincy, Massachusetts. By 1975, there were 1000 locations nationwide grossing a collective \$300 million in sales. As of 2004, the chain, which is one of America's most recognized brands, had over 5000 locations in 31 countries and over \$3 billion in sales revenue.

This impressive company growth would not have been possible without extensive market research and a commitment to quality. Bill Rosenberg began the culture within the company of listening to what the customer wanted and then providing it, and that tradition continues today. Marketing research in the form of focus groups and survey research revealed that customers select a coffee and donut shop based on five factors: accessibility, quality, variety, image, and affordability. The company's business is built around these factors. From research, Dunkin' Donuts found that its customers wanted a coffee and donut shop that was very accessible—close to work or home and easy to get to. To accompany its stand-alone locations, Dunkin' Donuts has opened locations in Home Depot, Wal-Mart, 7-11, and Stop & Shop stores to add to the convenience that customers' desire. Every location is strategically placed and designed with these customer preferences in mind. Because these purchases are so convenience driven, the locations can be placed close together without cannibalizing business.

Marketing research further revealed that quality translates to freshness in the donut business. Therefore, Dunkin' Donuts makes donuts at least four times a day. Upon conducting research with survey questionnaires and taste testing in many different markets, Dunkin' Donuts found the blend of coffee that customers favor the most. This coffee is brewed and then allowed to sit for no more than 18 minutes in all the locations. After the 18-minute time window, the coffee is poured out, and a fresh pot is brewed. This commitment to quality was made as a result of researching what the customer desired in a cup of coffee.

The company also offers variety – 52 flavors of donuts. Recently, Dunkin' Donuts has expanded its coffee line (again, due to research and taste testing) to include iced coffees, cappuccinos, lattes, espressos, and flavored coffees, such as hazelnut.

Marketing research showed that customers preferred an image that related to the common person. They didn't want a coffee shop that was flashy with lots of bells and whistles; they just wanted a common shop that made a great cup of coffee. Therefore, Dunkin' Donuts appeals to just about everyone. During the late 70s and the 80s, the ad campaign of "Fred the Baker" brought this image to life. With commercials showing him waking in the middle of the night with a commitment to quality, he appealed to the common person. The Mercedes and the pickup truck come together in an egalitarian Dunkin' Donuts parking lot. In addition, Dunkin' Donuts is affordable. Just about any consumer can afford the Dunkin' Donuts experience. Dunkin' Donuts is much less expensive as compared to Starbucks and other upscale coffee shops.

Finally, Dunkin' Donuts realizes that first and foremost, its donuts and coffee need to be up to par to its customers' expectations. Already the retail market leader in donuts and bagels, Dunkin' Donuts knows that it takes a commitment to marketing research to stay there. Bob Pitts, the current Technology Product Developer, demands a continuing loyalty to listening to what the customers prefer. Again, this manifests itself through constant research and taste testing. With a commanding presence in the market, reliance on marketing research has had obvious positive effects that are sure to continue in the future, and Dunkin' Donuts can continue dunking the competition.

Attempt any two of the following questions:

2 x 15 = 30

3. Define an appropriate marketing research problem based on the management decision problem you have identified.
4. Dunkin' Donuts has developed a new line of pastries with a distinctive French taste. It would like to determine consumers' response to this new line of pastries before introducing them in the marketplace. If a survey is to be conducted to determine consumer preferences, which survey method should be used and why?
5. What sampling plan should be adopted for the survey of question 4?