

Register No.: Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

SECOND SEMESTER MBA DEGREE EXAMINATION (S), SEPT 2022

(2021 Scheme)

Course Code : 21MBA112

Course Name: Research for Managerial Decisions

Max. Marks : 60

Duration: 3 Hours

(Usage of Statistical Table is permitted)

PART A*(Answer all questions. Each question carries 2 marks)*

1. What do you mean by Business Research? List any two objectives of Business Research.
2. Outline the Criteria for Good Measurement and the Methods to check the Criteria of Good Measurement.
3. List any 4 Methods of Data Collection in Qualitative Research.
4. Contrast Type I and Type II Error.
5. Compare Appendix and Bibliography in a Research Report

PART B*(Answer any 3 questions. Each question carries 10 marks)*

6. Business managers in each field— whether human resources or production, marketing or finance—are constantly being confronted by problem situations that require effective and actionable decision making. Examine the importance of Research in the different Functional Areas of Management.
7. Sampling design refers to the process of selecting samples from a population. Examine the major types of Probability Sampling Designs with suitable examples.
8. Design a questionnaire meant to measure the customer attitude towards banks and insurance services? Discuss the steps in questionnaire design.
9. The manager of ABC ice cream parlor has to take a decision regarding how much of each flavor of ice cream he should stock so that the demands of the customers are satisfied. The ice cream supplier claims that among the four most popular flavors, 62 per cent customers prefer vanilla, 18 per cent chocolate, 12 per cent strawberry and 8 per cent mango. A random sample of 200 customers produces the results below. At the $\alpha = 0.05$ significance level, test the claim that the percentages given by the supplies are correct.

Flavor	Vanilla	Chocolate	Strawberry	Mango
Number Preferring	120	40	18	22

10. Classify the various types of Research Reports. Briefly explain the Process of Report Formulation and Writing.

PART C

(Compulsory question, the question carries 20 marks)

11.

Yaseer Restaurant

Yaseer Ahmed retired as a chef from a 5-star hotel in Delhi and returned to his hometown Ramveerpur (population: 5 lakh) in Uttar Pradesh (UP). However, he found it difficult to settle back into the community. He realized that he needed a vocation to keep him occupied, otherwise, he might go into depression. He was still clueless about what to do, when his friend Samar Dewan visited him and asked him why he looked so morose. Yaseer explained his dilemma and asked his friend for advice, as Samar understood Ramveerpur and its residents better. Samar pondered over the problem, and suggested that considering Yaseer's expertise in exotic cuisine, he should think about setting up a restaurant serving non-vegetarian food. The enterprise would be perfect, as Ramveerpur hardly had any restaurant serving good non-vegetarian cuisine. Yaseer liked the idea very much and thought the business would be lucrative and interesting. But before putting the idea into practice, he felt that it was important to have a rough estimate of the non-vegetarian population who went out for meals in a restaurant at least once in a typical week.

Samar recalled a hotel industry report, according to which Ramveerpur's population comprised 15 per cent Muslims, 20 per cent Sikhs, 10 per cent Jains, and 55 per cent Hindus. It was known that generally, Muslims were non-vegetarian, whereas 95 per cent of the Sikhs were non-vegetarian. The Jain population was totally vegetarian, whereas 20 per cent of the Hindu population was non-vegetarian. Further, the result of a report on hotel industry had indicated that more than 2 per cent of the population of the town ate out at least once a week. The data definitely indicated a sound and profitable business opportunity.

However, Yaseer felt that before setting up a restaurant serving non-vegetarian food, a quick survey should be conducted. He wanted to carry out a survey of the households to understand their preferences for various cuisines. All the households were assigned a serial number. He decided to survey 1000 households. His plan was to contact every 100th household in a particular locality and ask for their eating preferences.

a) What type of sampling design is being used in this case? Critically examine it and explain whether it could lead to any sampling frame error.

Marks 8

b) Suggest an alternative sampling design. Also indicate how the process must be carried out to execute your suggested design. Design a Survey Questionnaire for the same.

Marks 12 (3 x 4)
