UNIVERSITY OF PETROLEUM & ENERGY STUDIES
Supp. Examination – May/June, 2021

Program: MBA AVM   **Semester : II**
Subject/Course: Business Research Methods   **Max. Marks: 100**
Course Code: DSRM 7002   **Duration : 3 Hours**

It carries 3 pages.

Section A

1. **Attempt all the questions. Each question carries 5 marks.**

2. *Instruction:* **Complete the statement / Select the correct answer(s)**

S.No.	Questions	Marks	COs
Q.1.	a) Focus Group Discussion are used for …………………design. b) Snowball sampling is also known as ……………………sampling.	**5**	**CO1**
Q.2.	Mention any 2 approaches for questionnaire designing.	**5**	**CO1**
Q.3.	Z test is used for ………………..sample size and chi-square is used for min. ……………sample size.	**5**	**CO1**
Q.4	Enumerate any 5 projective techniques.	**5**	**CO1**

Q.5	Discuss significance References in a report.	**5**	**CO2**
Q.6	Discuss any five characteristics of a good questionnaire.	**5**	**CO2**
S.N.	**Section B** **Attempt all the questions. Each carries 10 marks.**	**Marks**	**COs**
Q.7	Discuss various research designs. What type of research design you would adopt in case of Launching a new driver less car.	10	**CO1**
Q.8	Design a questionnaire for "Improving the efficiency of a warehouse for Perishables/airport in a metro city under pandemic". Make assumptions, if required. (Max. 10 questions in addition to demographic details)	10	**CO2**
Q.9	Discuss significance of the following (any two): a) Regression Analysis b) Scaling Techniques (Likert's and NPS scales) c) Descriptive Statistics (Measures of Dispersion)	10	**CO3**
Q.10	Suppose you have worked on summer internship project on "Promoting Digitalization for enhancing revenue for your company dealing in grocery items", Develop a 'Table of Contents' for the preparation of the internship report?	10	**CO2**
Q.11	The demand for a specific ingredient in a plant was found to vary from day to day. In a sample study, the following information was obtained: Days: Monday Tuesday Wednesday Thursday Friday Saturday Demand: 1024 1025 1115 1125 1115 1126 Test the hypothesis at 5% level of significance that the number of parts demanded does depend on the day of the week. (The table value of test statistic at d.f =5 is 11.07)	10	**CO3**
Q.12	**Section C** **It carries 20 marks** **Instruction: Write long answer.**		

Attempt the following case

12 A. **Keep Your City Clean: Environmental Concerns**

Over the last decade, recycling of household waste has become an extremely important behaviour across the nations. However, in Asian countries this fluctuates from one country to the other. China is the leader amongst waste management while India, an equally large country, still has a long to go. Though these are essentially policy driven or community driven initiatives, there are a number of additional and motivational barriers to recycling, acting at an individual level.

Punita Nagarajan, a business studies graduate with a keen interest in environmental issues, read about this in a special report in the newspaper. She recognized a potential business opportunity. obvious to her that there was scope for a potentially lucrative business related to some aspect of household recycling. All she had to do was work out some way of alleviating the inconvenience people associated with recycling.

Punita decided that a door-to-door recycling service may be a profitable way to get people to recycle. She believed that households would be willing to pay a small fee to have their waste collected on a weekly basis, from outside their home. Punita discussed this idea with a few friends, who were very receptive, reinforcing Punita's views that this was indeed a good business opportunity. However, before she developed a detailed business plan, she decided it was necessary to confirm her thoughts and suspicions regarding the consumer's views about recycling. In particular, she needed to check that her ideas, about convenience and recycling, were on the right track. To do this, she decided to conduct some research into attitudes towards household recycling.

Questions:

1. What is the kind of research design you would advocate here?

2. What method of would you suggest to collect the data and list the information sought.

OR

Q. 12 B)

Discuss significance of Chi-square test and briefly discuss the steps of hypothesis testing.

From the data given in the following table, find out whether Vaccination is effective in preventing COVID 19. (Assume table value of test statistic is 3.24)

2x10= 20   CO4

	Attacked	Not attacked	Total
Vaccinated	31	469	500
Not Vaccinated	185	1315	1500
Total	216	1784	2000