GL BAJAJ
Institute of Management & Research, PGDM Institute
Greater Noida

FIND YOUR SPARK

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

POST GRADUATE DIPLOMA IN MANAGEMENT (2023-25)
END TERM EXAMINATION (TERM -III)

Subject Name: **Research Methods in Business**	Time: **02.00 hrs**
Sub. Code: **PG31**	Max Marks: **40**

Note: All questions are compulsory. Section A carries 5 marks: 5 questions of 1 mark each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.

Kindly write the all the course outcomes as per your TLEP in the box given below:

CO1- Understand the basic concepts and framework of research process.
CO2- Examine the different ways of data collection and construct survey questionnaire.
CO3- Differentiate between probability and non-probability sampling techniques.
CO4- Analyze and apply parametric and non-parametric tests using SPSS.

SECTION - A

Attempt all questions. All questions are compulsory.	**1×5 = 5 Marks**	
Questions	**CO**	**Bloom's Level**
Q. 1: (A). What is business research? Explain the importance of business research in Managerial decision making with a suitable example. **Q. 1: (B)**. Explain with a suitable example what you understand by a 'research problem'. **Q. 1: (C)** Discuss the purpose of a literature review **Q. 1: (D)** Differentiate between discrete and continuous variables with suitable examples **Q. 1: (E)** How can we quantify the qualitative variables? Please explain by giving an example related to the consumers	1	L2

SECTION – B

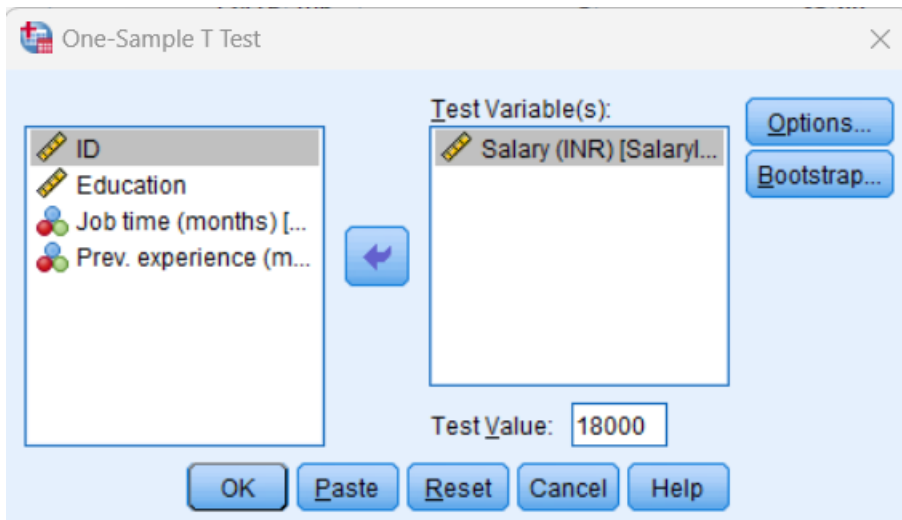| All questions are compulsory (Each question have an internal choice. Attempt any one (either A or B) from the internal choice)	**7 x 3 = 21 Marks**	
Questions	**CO**	**Bloom's Level**

Q. 2: (A). Differentiate between longitudinal and cross-sectional research design. Which one would you use in the following studies and why: i) A researcher is interested to find whether Nifty index is affected by gross domestic product (GDP), exchange rates and balance of payment in the Indian economy over a long time ii) A research firm wants to explore the advertising expenditure of a set of FMCG companies and its relationship with profit in a particular year iii) A market researcher is trying to highlight the relationship between contracts traded and turnover of a large company having a good market share in the market for its product. iv) A society for automobile manufacturers wants to study the yearly increment of profits of all automobile companies for the year 2023. **Or** **Q. 2: (B**). Explain the following in context of Questionnaire designing with suitable examples: i) Open-ended and closed-ended questions ii) Double-Barrel questions	2	L3
Q. 3: (A). Differentiate between stratified random sampling and quota sampling with suitable examples **Or** **Q. 3: (B).** A Telecom service provider claims that individual customers pay on an average 400 Rs. per month with standard deviation of 25 Rs. A random sample of 50 customers' bills during a given month is taken with a mean of 250 and standard deviation of 15. State the null and alternate hypothesis. Will you use a one-tailed or a two-tailed test to validate the above claim? Give reason for your answer.	3	L4
Q. 4: (A). For the following, determine which would be the simplest type of statistical analysis that would be appropriate to use: i) Predict the average number of hours per week University students spend on Facebook, based on the student's age. ii) Compare the average number of hours per week spent on Facebook for first year, second year, third year and fourth year students of a University, based on a random sample of 100 students. **Or** **Q. 4: (B).** A manager of an insurance company finds that "fear appeals" in commercials are positively associated with consumers intentions to buy insurance for their house. This effect is particularly strong for people with a high inherent level of anxiety. List out the variables of interest in the above situation and illustrate by means of diagrams the relationships among the variables.	4	L3, L4

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SECTION – C
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Read the case and answer the questions   **7×02 = 14 Marks**

Questions	CO	Bloom's Level
Q. 5: Case Study: **consider the following:** Research Hypothesis: The CFO of a tobacco maker has claimed that, on average, we are paying 18,000 to the employees. Statistical Hypothesis: Null: There is no significant difference in sample mean and population mean. Alt: There is a significant difference in sample mean and population mean	4	L3, L4

OR
Null: μ = 18,000 (i.e. sample mean = population mean)
Alt: μ ≠ 18,000 (i.e., sample mean ≠ population mean).
We performed a one-sample t-test in the SPSS obtained by clicking the analyze, compare means, one-sample t-test.

T- Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Salary (INR)	25	18499.68	11934.364	2386.873

One-Sample Test

Test Value = 18000

| | t | df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
					Lower	Upper
Salary (INR)	.209	24	.836	499.680	-4426.58	5425.94

Questions:
Q. 5: (A) On the basis of the analysis above, check and determine whether the NULL hypothesis is rejected, or if it fails to reject the NULL hypothesis?
Q. 5: (B) Analyze and Explain if the CFO of the company has made the claim right or wrong.

Kindly fill the total marks allocated to each CO's in the table below:

COs	Marks Allocated
CO1	5 Marks
CO2	7 Marks
CO3	7 Marks
CO4	21 Marks