M.Com. (2019 Batch)   (Sem.–2)
BUSINESS RESEARCH METHODS
Subject Code : MCOP-203-18

M.Code : 75933

Time : 3 Hrs.   **Max. Marks : 60**

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A contains EIGHT questions carrying TWO marks each and students have to attempt ALL questions.**

2. **SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.**

3. **SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.**

SECTION-A

1. What are the limitations of diagnostic research?

2. What is multi colinearity?

3. What are the limitations of interval scale?

4. What is trend analysis?

5. What is multiple regression?

6. Discuss the applications of Z-test.

7. What is the need for tabulation of data?

8. What is Coding of data?

SECTION-B

UNIT-I

9. Explain the role and use of business research in managerial decision making.

10. What is a questionnaire method? Explain the approaches a researcher can consider for finding out logical order of questioning.

UNIT-II

11. What is multi-dimensional scale? Explain the use and importance of Likert scales, semantic differential scales in the field of business research.

12. How do probability sampling techniques differ from non-probability sampling techniques? Explain by citing examples.

UNIT-III

13. Write detailed notes on :

    A) Central limit theorem

    B) Applications of time series in business decision making.

14. Write notes on :

    A) What is Base Shifting in Index Number?

    B) Merits and limitations of least square methods.

UNIT-IV

15. Write notes on :

    A) Condition where you can apply chi square test   (3)

    B) Applications of t-test   (5)

16. What is multiple correlation? How multiple correlation is different to multiple regression?   (8)

17. **Case Study :**

Kellogg's: From Slumping to Thumping

The situation

Kellogg's is the world's leading producer of cereal and a leading producer of convenience foods, including cookies, crackers, toaster pastries, cereal bars, frozen waffles, meat alternatives, pie crusts, and cones, with 2007 annual sales of $11.776 billion and a market share of more than 30 percent. David Mackay. chairman and CEO of Kellogg's, takes pride in being a part of the Kellogg Company because of the consistency of the decisions that are made within the company to promote the long term growth of their business as well as serve the needs of their people and communities.

With such a large share of the market, one would think that Kellogg's is untouchable. However, Kellogg's faced a slump in the market. Its cereal sales were declining and it had to face the challenge of getting out of its slump. Kellogg's therefore turned to marketing research to identify the problem and develop several solutions to increase cereal sales.

To identify the problem, Kellogg's used several tasks to help them in the process. The researchers spoke to decision makers within the company, interviewed industry experts, conducted analysis of available data, and performed some qualitative research. Several important issues came out of this preliminary research. Current products were being targeted to kids. Bagels and muffins were winning for favoured breakfast foods. High prices were turning consumers to generic brands. Some other information also came to light during the research. Adults want quick foods that require very little or no preparation.

The Marketing Research Decision

1. What is the management decision problem facing Kellogg's?

2. Define an appropriate research problem that Kellogg's need to address?

3. Discuss the role of the type of research problem you have identified in enabling David Mackay to increase the sales of Kellogg's.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.