63/2 (SEM-2) MBA 2.5 (N/O)

2022

MANAGEMENT STUDIES

(Theory Paper)

Paper Code : MBA 2.5 (New)

(Research Methodologies For Business)

Full Marks – 70

Time – Three hours

The figures in the margin indicate full marks for the questions.

SECTION – A

1. Answer any *five* of the following questions :

2×5=10

(a) State the meaning of exploratory research.

(b) State the difference between sampling error and non-sampling error.

(c) What is association technique ?

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(d) What do you understand by personal interview method of data collection ?

(e) What is content analysis ?

(f) State the differences between measurement and scaling.

(g) What is null and alternative hypothesis ?

SECTION – B

2. Answer any *four* of the following questions :

5×4=20

(a) Explain in brief the classification of research.

5

(b) Explain in brief the concept of qualitative research.

5

(c) State the advantages and disadvantages of depth interview method of collecting data.

2+3=5

(d) Discuss the conditions that need to be satisfied for making causal inferences.   5

(e) Discuss the features of measurement scales.

5

(f) Explain in brief the data preparation process.

5

SECTION – C

3. Answer any *four* of the following questions :

7×4=28

(a) Discuss in brief the process of research. 7

(b) Explain with suitable examples the projective techniques of collecting primary data.   7

(c) What is survey method ? How it is different from observation method ?   2+5=7

(d) Discuss in brief the probability sampling technique.   7

(e) Design a questionnarie on a topic of your choice incorporating there in questions from all types of measurement scales.   7

(f) Explain in brief the steps for hypothesis testing.   7

CASE STUDY

4. Compulsory question :

The Pink Dilemma

The Indian television industry has seen an exponential growth since the satellite television first came to India. Today, though cable

penetration is only about 70 per cent (according to various industry estimates), this class of people watching cable TV is defined as the 'Consuming Class' in India. By 2002, the share of cable and satellite television was 86.9 per cent of the total television advertising as against a meagre 31.3 percent in 1994. Hindi general entertainment television is the fuel for growth in the television industry with a 46.8 per cent share of the total viewership and an even higher 57.4 per cent share of the total advertising revenue. Sony Entertainment Television is a key player in this space and has been a consistent and strong number two behind Star Plus, which has been the undisputed leader since July 2000. In India, most homes are single-TV homes. Hindi is the preferred language for consuming entertainment across India (except the four southern states) and that makes the Hindi general entertainment television an intensely competitive space. It consists of five players. Star Plus has been the undisputed leader since July 2000 and has significantly consolidated its position thereafter. In September 2003, Star Plus had nearly five times as much viewership as its nearest rival Sony

TV. The key factor is that during primetime (specifically 9-10 p.m slot) which is the focus of this case, the females influence the choice of channel to view.

Sony Entertainment Television dominated the 9-10p.m band, with two of its leading shows, Kksum and Kutumb until mid-2002 after which the 4 daily shows of Star Plus took over.

Despite several high-profile attempts to regain lost audiences, Sony Entertainment Television's share in this band continued to erode. Star Plus has established a clear dominance over Sony Entertainment Television. (Star Plus average range of Television Ratings (TVRs) is approximately 13.2 TVRs, as compared to Sony Entertainment Television's 1.3 TVRs). Besides, Sony Entertainment Television was now perceived as a 'me-too' to Star Plus.

Sony Entertainment Television realized that women were the primary target audience who could get eyeballs for the channel. The challenge, therefore, was to create and sell a distinct viewing alternative, going beyond the cliched family dramas with storylines revolving around family conflicts and kitchen politics which is the predominant fare on general entertainment channels today.

(a) What could be the probable sources of establishing the market share of the channel that are used in the case? Can one rely on the authenticity of Star Plus's dominance? Why/Why not?   6

(b) To help Sony achieve its target of understanding what Indian women want, what secondary data sources would you suggest? Justify your answer.   6

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SECTION – A

1. Answer any *five* of the following questions :
$$2 \times 5 = 10$$

(a) State the meaning of descriptive research.

(b) What do you understand by random sampling error?

(c) State two advantages of primary data.

(d) What is internal validity in the context of experimentation?

(e) What do you understand by ratio scale data?

(f) State the meaning of cluster sampling.

(g) What do you mean by coding?

SECTION – B

2. Answer any *five* of the following questions :

4×5=20

(a) Explain in brief the meaning of causal research. 4

(b) Discuss the criteria to be considered for evaluating secondary data. 4

(c) Discuss the advantages of observation method of collecting data. 4

(d) Do you think electronic interviewing method has changed the way data are collected today ? Justify your answer. 4

(e) In what type of studies rank order scaling technique is applicable ? Describe. 4

(f) Sate the differences between population and sample. 4

(g) What do you understand by level of significance in hypothesis testing ? Differentiate between Type I and Type II error. 2+2=4

SECTION – C

3. Answer any *five* of the following questions :

8×5=40

(a) Discuss in detail the process of research. 8

(b) Do you think focus group interview is a useful technique to collect data ? Justify your answer. 8

(c) Discuss the projective techniques of collecting data. 8

(d) Discuss in detail the methods employed to control the extraneous variables. 8

(e) What is measurement error ? How is it related to the test of reliability and validity ? 3+5=8

(f) Discuss in detail the advantages and disadvantages of simple random sampling. 8

(g) Describe in brief the concept of factor analysis. How to conduct factor analysis ? Explain. 4+4=8