

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS:MBA
BRANCH:MBA**

**SEMESTER : II
SESSION: SP/22**

SUBJECT:MT411 Business Research

TIME:2 hrs

FULL MARKS: 50

INSTRUCTIONS:

- 1. The question paper contains 5 questions each of 10 marks and total 50 marks.**
 - 2. Attempt all questions.**
 - 3. The missing data, if any, may be assumed suitably.**
 - 4. Before attempting the question paper, be sure that you have got the correct question paper.**
 - 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.**
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- Q.1(a) You have been assigned the responsibility to carry out research for understanding the reasons for decline in sales of an FMCG company. Discuss the steps you will undertake for formulating the hypothesis of your proposed research - (CO1, CO2, CO3) [5]
- Q.1(b) What is qualitative Research? Can it be used to carry out the study as indicated in Q1 (a)? Briefly Justify your answer. (CO1, CO2) [5]
- Q.2(a) A marketer has to select the most suitable out of three different pack sizes for the launch of a product. Can you use experimental research design for this study? Briefly Justify your answer [5]
- Q.2(b) Why is a control group used in experimental research? (CO3, CO4) [5]
- Q.3(a) Differentiate between primary and secondary data. Which data is suitable for conclusive study for measuring Job Satisfaction of employees of a large organization? Justify your answer (CO3, CO4) [5]
- Q.3(b) Suggest a suitable sample design for the study referred in Q3(a) (CO4) [5]
- Q.4(a) Distinguish between interval and ratio Scales? Give examples. (CO4, CO5) [5]
- Q.4(b) Construct a semantic differential scale to compare the Brand Image of two Banks (CO4, CO5) [5]
- Q.5(a) Write a short note on Factor Analysis [5]
- Q.5(b) Write a short note on Characteristics of a good Research Report. (CO5) [5]

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