

**SVKM's NMIMS**  
**School of Distance Learning**

Programme: PGDSCM/ADSCM

Academic Year: 2011-2012

Semester II/III

Subject: Research Methodology For Management

Marks: 70

Time: 3.00 p.m to 6.00 p.m

Date: 28.12.2011

Course old

Duration: 3 Hours.

Instructions: Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

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NB:

1. All FOUR questions to be attempted.
  2. All sub questions carry equal marks.
  3. Answer to each new question to be started on a fresh page.
  4. Figure in brackets indicate full marks.
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Q1. Attempt any TWO out of any FOUR. (10)

- a. What is research? Discuss any two types of research.
- b. What is a research problem?
- c. What is experimentation?
- d. What is meant by leading/loading questions? Give examples.

Q2. Write short Notes on any TWO out of FIVE. (10)

- a. Various objectives of research
- b. Focus Group.
- c. Pre testing of Questionnaire.
- d. Random sampling.
- e. Semantic Differential scale.

Q3. Attempt any Three out of Five. (30)

- a. Why is research design necessary to conduct a study?
- b. Briefly describe the retail panels, consumer surveys and store audits.

- c. What is non- probability sampling techniques? Explain the different types of non probability sampling techniques.
- d. What are the steps involved in processing the data?
- e. What is conjoint analysis? Where it can be applied?

Q4.Case Study:

(20)

- a. A purchasing agent obtained a sample of incandescent lamps from two suppliers. He had the sample tested in his laboratory for length of life with the following results.

Length of light in hours	Sample A	Sample B
700-900	10	3
900-1100	16	42
1100-1300	26	12
1300-1500	8	3

Which company's lamps are more uniform?

- b. Suppose an advertisement is inserted in the media. The cost of advertisement and sales are tabulated as follows:

Advertisement Cost(000) Rs.	39	65	62	90	82	75	25	98	36	78
Sales (lakhs)	47	53	58	86	62	68	60	91	51	84

Is there a correlation between advertisement expenditure and sales volume in monetary terms?