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SADAR PATEL UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION EXAMINATION
SECOND SEMETER

Monday, 5th May 2008
11am - 2 pm

MAXIMUM MARKS: 70

CC - 115 RESEARCH METHODOLOGY

- Q.1 To see whether silicon chips sales are independent of where the Indian economy is in the business cycle, data have been collected on the weekly sales of ABC company, and on whether the Indian economy was rising to a cycle peak, at a cycle peak, falling to a cycle trough, or at a cycle trough. The results are:

WEEKLY CHIP SALES

Economy	High	Medium	Low	Total
At Peak	20	07	03	30
At trough	30	40	30	100
Rising	20	08	02	30
Falling	30	05	05	40
Total	100	60	40	200

- [a.] Calculate a table of observed and expected frequencies for this problem.
[b.] State the null and alternative hypotheses.
[c.] Calculate the sample χ^2 value.
[d.] At the 0.10 significance level, what is your conclusion?

[12]

- Q.2 [a] For a test market, find the sample size needed to estimate the true proportion of consumers satisfied with a certain new product within ± 0.04 at the 90 percent confidence level. Assume you have no strong feeling about what the proportion is.

[03]

- [b] Atlas Sporting Goods has implemented a special trade promotion for its stove and feels that the promotion should result in a price change for the consumer. Atlas knows that before the promotion began, the average retail price of the stove was Rs. 4495, and the standard deviation was Rs. 575. Atlas samples 25 of its retailers after the promotion begins and finds the mean price for the stoves is now Rs. 4295. At a 0.02 significance level, does Atlas have reason to believe that the average retail price to the consumer has decreased?

[07]

- Q.3 Answer the questions in brief?
- (a) Define the term Significance Level.
 - (b) What purposes does a research proposal serve?
 - (c) What are the advantages and disadvantages of observation studies compared to surveys? [15]
- Q.4 [a] Explain the difference among pre-experimental, true experimental, quasi experimental and statistical designs. [7]
- [b] A researcher is interested in understanding the consumer behaviour while shopping at retail chain stores. Prepare a questionnaire to judge the perception of customers towards quality of in store brands, promotional schemes offered and facilities provided by such stores. [10]
- Q.5 Write Short notes on:-
- (a) Type I & Type II errors
 - (b) Concept of Causality
 - (c) Advantages and uses of secondary data
 - (d) Advantages of projective Techniques [16]