

Name:
Enrolment No:



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination (Online) – July, 2020

Program: MBA(PM/ET/IB/AVM)
Subject/Course: Business Research Methods
Course Code: DSRM 7002

Semester : II
Max. Marks: 100
Duration : 3 Hours

IMPORTANT INSTRUCTIONS

1. The student must write his/her name and enrolment no. in the space designated above.
2. The questions have to be answered in this MS Word document.
3. After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.
4. Answer any **five** questions.

		Marks	COs
Q.1	What is the business problem? How you will identify business problem. What is the significance of business problem in management research?	20	1
Q.2	'Business research is concerned more with proper fact findings, analysis and evaluation. 'Do you agree with this statement? Give reason in support of your answer.	20	2
Q.3	What do you mean by qualitative data collection method? What are various qualitative data collection methods? Why we measure attitude?	20	2
Q.4	What is data preparation? What is your understanding about editing, coding and tabulation? Explain with examples.	20	3
Q.5	<p>The diet drink manufacturer in the study finds that young women are more health conscious and are looking at low calorie options. Thus, any communication or advertisement for the product has to emphasize the health aspect. The purchase probability is also influenced by their education level and the nature of their profession. Other factors such as available brands, celebrity endorsement and dieticians recommendations also have an impact on them.</p> <p>(i)Identify decision problem and research problem? (ii)Identify the variables under study? (iii) State your research objective(s) in this situation</p>	20	4

<p>Q.6</p>	<p>Read the case carefully and answer the case questions.</p> <p>Modern Industries Limited (MIL) utilizes its strategic policies as well as deft planning to beat the competition in the market and attain an invincible position. Since its inception in 1985, it has achieved wide acclamation as a trusted manufacturer as well as supplier of Core Pipes, Paper Tubes, Paper Cones, Paper Core, Paper Egg cartons, etc. Besides, it is also a renowned exporter of Paper tubes. The executives of Modern Industries Limited (MIL) faced a cloudy future. The company, which manufactures paper egg cartons, was encountering stiff competition from several firms producing Styrofoam containers. In addition, the recession was biting into profits and employees were generally jittery about their jobs. The relationship between the management and the labourers was filled with anxiety.</p> <p>At the advice of consultants, the management of the company developed a system known as 'Club 100'. Under this programme, the employees were allocated points based on their performance. Any person who worked a whole year—without any industrial accident—was awarded 20 points; 100 percent attendance was worth 25 points; and so on. Every year, on the anniversary of the programme, the points would be added and a record was mailed to the respective employee. Once the employee accrued 100 points, he/she received a jacket adorned with the company's logo and a batch for the membership to Club 100.</p> <p>Each one of the plant's 325 employees eventually earned a jacket. Those who continued to accumulate points above 100 received additional gifts. For example, with 500 points, employees could choose from various items from the list which was updated from time to time. Even though none of these items was beyond the purchasing power of the workers, the response was impressive.</p> <p>After two years, productivity at the plant was significantly up by 20 percent and quality-related errors were down by 40 percent. Not only that, worker's grievances decreased by 72 percent and the time lost due to industrial accidents reduced by 45 percent. Beyond these improvements, relations between labour and management had never been better. Labour leaders credited Club 100 with keeping the company afloat and fostering a new atmosphere of mutual trust, openness and cooperation.</p> <p>a. Identify the business problem/issue in this case. b. What kind of research study should you undertake and why? c. What kind of research design should you undertake and why?</p>	<p>20</p>	<p>4</p>
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ANSWERS