

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination (Online) – July, 2020

Program: MBA(LSCM)
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 (May attempt Q. 5 or Q. 6)

		Marks	COs
Q.1	Discuss the significance of Research Gap? How review of literature is vital for any good study? Which database would you refer for Identifying market opportunities for export Bamboo handicrafts?"	20	1
Q.2	Design a questionnaire for "Evaluation of an e-commerce company delivering the grocery items in your city?" May make assumptions, if required.	20	2
Q.3	A company manufacturing new android mobile phone would like to identify potential market segment for its new brand. Suggest suitable research design to identify market potential with justification. What would be your sampling design in this situation?	20	2
Q.4	Discuss the significance of Z test and how it can be applied in testing the difference of means of performance score of two groups of executives specializing in Data Analytics and Artificial Intelligence.	20	3
Q.5	GMVN has assigned a project to MBA –LSCM student on 'To carry out a research study to assess the problems faced by tourists going to Char Dham Yatra in Uttrakhand or any other pilgrimage destination under	20	4

	<p>pandemic'. Briefly discuss the following to be incorporated in your report:</p> <ul style="list-style-type: none"> a. Research Problem b. Sources of data, type of data and sampling Design c. Methods of data collection and tools of Analysis d. References/Bibliography 		
Q.6	<p>Sridhar from Bangalore, had developed an electric car-VERVE (It is fully automatic, no clutch, no gears), two door hatch back, easily seating two adults and two children with a small turning radius of just 3.5 meters). It runs on batteries and as compared to other electric vehicles, has an on board charger to facilitate easy charging which can be carried out by plugging into any 15 amp socket at home or work. A full battery charge takes less than seven hours and gives a range of 80 km. In a quick –charge mode (two-and-a-half hours) 80 percent charge is attained which is good enough for 65 km. A full charge consumes just about 9 units of electricity.</p> <p>Somehow the product did not take off the way he expected. He is contemplating about repositioning the car. As he stood looking at the prototype, he knew that there were a couple of questions to which he must find answers before he undertook the repositioning exercise. Who should be the targeted segment –old people, young student just going to college, house wives? What should be the positioning stance? What kind of image would these customers relate to? Was a new name or punch line required? How should the promotions be undertaken? Hyundai had done it with Shah Rukh Khan, should he also consider a celebrity? If yes who?</p> <p>Questions:</p> <ul style="list-style-type: none"> a) Define the research problem and objectives of his research. b) Discuss the sources of data and sampling technique for this study? 	20	4

	<p>c) Which method of data collection and tools of analysis would you recommend and why?</p> <p>d) References and Annexures</p>		
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ANSWERS