

Subject Code: MB1325/R13

M B A- II Semester Regular/Supplementary Examinations, Aug - 2015
BUSINESS RESEARCH METHODS

Time: 3 hours

Max Marks: 60

Answer any **FIVE** of the following

All questions carry equal marks. **Q.No.8 is compulsory**

1. Discuss the need and importance of Business Research.
2. Compare and contrast between types of Business Research.
3. What are the different techniques of data collection?
4. Discuss the superiority of random sampling to non random sampling.
5. "Telephonic Interviews have limited utility". Discuss.
6. What are non-parametric tests? What are their limitations?
7. What are the applications of multivariate analysis in Business Research?

8. Case Study:

Ashok Leyland, a major manufacturer of Trucks and Buses, has decided to make a foray into small passenger transport vehicles. Their product development team has developed an MUV (Multi Utility Vehicle) with 7 seats and 8 seats configuration. They found that MUVs like Toyota Innova, GM Tavera and many more other models from Mahindra and Tata Motors are doing good business in India. The company outsourced the research to find out the market potential for MUV in India to Market Research Group (MRG). MRG conducted sample market studies in Salem in Tamilnadu and Gorakhpur in Uttar Pradesh. They submitted a market potential report to Ashok Leyland, which suggested that there is good potential in the market for MUV. Based on the research report, the company launched the MUV Stile with technological collaboration with Nissan India Ltd. This product is similar to Nissan Evalia. In May 2015 Ashok Leyland took a decision to withdraw Stile due to weak sales.

Questions:

- a) Was the research done by MRG scientific?
- b) What were the limitations in the research methodology?
- c) What could have been appropriate research method?
