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Roll No.....

SECOND SEMESTER

MBA

SUPPLEMENTARY EXAMINATION

September-2019

MGT-23 BUSINESS RESEARCH METHODS

Time: 3:00 Hours

Max. Marks: 60

Note: Q1 is compulsory. Attempt any three questions out of Q 2,3,4,5. All questions carry equal Marks. Assume suitable missing data, if any.

Q1. Formulate the problem statement, research objectives and hypotheses in the following situation (at least three each). Companies benefit through employee loyalty. Crude downsizing in organizations during the recession crushed the loyalty of millions. The economic benefits of loyalty embrace lower recruitment and training costs, higher productivity of workers, customer satisfaction, and boost the morale of fresh recruits. In order that these benefits may not be lost, some companies, while downsizing, try various gimmicks. Flex leave, for instance, is one. This helps employees receive 20% of their salary, plus employer-provided benefits while they take a 6-12 month sabbatical, with a call option on their services. Others try alternatives like more communication, hand holding, and the like.

[5*3=15 marks]

Q2. In the context of questionnaire, answer the following questions:
a. How important is the sequencing of questions in a questionnaire? Explain using suitable examples.
b. How should the sensitive questions be dealt with in a questionnaire?
c. Differentiate between loaded and double barrelled questions.

[5*3=15 marks]

Q3. Write short note on (i) Cronbach alpha (ii) Concurrent validity vs. Predictive validity (iii) Reliability and Validity

[5*3=15 marks]

Q4. a) A promotion campaign will increase savings activity, especially when free prizes are offered, but chiefly among smaller savers. The results come from enhancing the motivation to save. Draw a conceptual model for the above problem. Also explain various types of variables with examples.
b) Compare and contrast construct, concept, variable and scale using suitable examples

[7 marks]

[8 marks]

Q5. a) What kind of scale is Likert scale. Explain with an example. When should the reverse coding be used?

[7 marks]

b) Make a semantic differential scale for measuring attitudes towards a retail outlet (present a series of at least three series of scales). Present the same in the form of a Stapel scale.

END

[8 marks]