

PART C — (1 × 15 = 15 marks)

Answer the following.

17. Case study : Compulsory :

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?

MBCP 1005

M.B.A. DEGREE EXAMINATION, MAY 2026.

First Semester

Common Paper

RESEARCH METHODOLOGY

(2023 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. Discuss about the qualities of Researcher.
2. Describe the various types of Hypothesis.
3. Elaborate the merits and demerits of Sampling.
4. Describe the sources of data and Enumerate the procedure for framing questionnaire.
5. A bag contains 5 green balls and 3 red balls. If two balls are drawn from the bag randomly with replacement, find the probability distribution of the number of green balls drawn.

6. The mean of a data is 25.6 and its coefficient of variation is 18.75. Find the standard deviation.
7. Telephone calls enter a college switchboard on the average of two every three minutes. What is the probability of 5 or more calls arriving in a 9-minute period?
8. Relate any four features of a good Research Report.

PART B — ($5 \times 8 = 40$ marks)

Answer any FIVE questions.

9. "Research is much concerned with proper fact-finding, analysis, and evaluation". Do you agree with this statement? Give reasons in support of your answer.
10. What is Hypothesis? Elaborate the significance of formulating the hypothesis in research work?
11. Examine the Non probability sampling methods with suitable examples.
12. What do you mean by primary data? Elaborate the methods of observation.

13. Suppose a company wants to know if the average weight of their product is significantly different from the target weight of 500 grams. They collect a random sample of 100 products and find that the average weight is 498 grams with a standard deviation of 10 grams. They know from previous production runs that the population standard deviation is 5 grams. They can use the z-test to test the hypothesis that the product weight is equal to the target weight.

14. Coefficient of Variation and Standard Deviation of two series X and Y are 55.43% and 48.86%, and 25.5 and 24.43, respectively. Find the means of series X and Y.

15. An advertising firm has decided to ask 92 customers at each of three local shopping malls if they are willing to take part in a market research survey. According to previous studies, 38% of Americans refuse to take part in such surveys. The results are shown here. At a 0.01 significance level, test the claim that the proportions of those who are willing to participate are equal.

	Mall A	Mall B	Mall C
Will Participate	52	45	36
Not Will Participate	40	47	56

16. Discuss the layout of a research report covering all relevant points and illustrate with an suitable example.