

Roll No.

Total No. of Pages : 03

Total No. of Questions : 17

**M.Com. (Sem.-2)**  
**BUSINESS RESEARCH METHODS**

Subject Code : MCOP-203-18

M.Code : 75933

Date of Examination : 08-07-22

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A contains EIGHT questions carrying TWO marks each and students have to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

**SECTION-A**

1. Give two examples of descriptive research.
2. What are the advantages of secondary data collection?
3. What is a nominal scale?
4. What are the benefits of tabulation of data?
5. What is trend analysis?
6. What is deflation?
7. What is heteroscedasticity?
8. What is regression analysis?

**SECTION-B**

**UNIT-I**

9. Discuss the importance of research in business organizations. Explain by citing examples.
10. What are the different types of questionnaires? Explain the rules of framing a relevant questionnaire.

## UNIT-II

11. What are different measurement scales? Discuss the applications of each measurement scale.
12. Discuss the benefits and limitations of probability and non-probability sampling techniques.

## UNIT-III

13. Write notes on :
  - a. Applications of the central limit theorem.
  - b. Applications of the least square method.
14. Write notes on :
  - a. Confidence interval for mean and proportions.
  - b. Application of index numbers in research.

## UNIT-IV

15. Write notes on :
  - a. Application of Z-test and F-test.
  - b. Errors in the testing of hypothesis and how to control these errors.
16. Discuss the difference between partial and multiple correlations. Explain the applications of correlation in research.

## SECTION-C

### 17. Case Study

Mercedes-Benz entered the United States market in the late 1950s and dominated the foreign luxury car scene during the 1970s and 1980s until other luxury cars like Lexus and Infiniti appeared on stage. Their sales then began to drop substantially; other car companies could offer comparable products for lesser prices. At this point, Mercedes knew it faced a real challenge.

Robert Wilshaw, market manager of the Chicago Region of Mercedes-Benz of North America, affirms that the company met this challenge squarely. New company strategies led to the development of a customer-value triad that highlights perceived goods quality, perceived service quality, and value based prices.

Mercedes was always regarded as the leader in engineering and design, but their engineers were given two new guidelines, Rule 1 states, *“Build the best car in the world”* and Rule 2 adds, *“Build a more affordable car without breaking rule number one”*.

Dealerships are a key element in Mercedes' quest to provide quality service. Black Forest Motors in northern Michigan is the premier dealership in this geographic area. Robert S. Chan, the principal, sums up his dealership's relationship with his customer base : *“To our customers, We are Mercedes-Benz”*. This means offering customers *“a no-excuses product, (a car) that is as perfect as man can make a machine”*. But it also means offering high-quality, reliably consistent service that keeps customers coming back. When interviewed, Chan’s customers confirm the organization's commitment to *“world-class service.”* Noting that, in today’s market, economics can be as important as engineering, Wilshaw says that Mercedes has proved that it can now build a premier product that can be priced lower than those of their competitors, and they have driven this message into the marketplace. He adds that the company's price-sensitive strategies have maximized perceived customer value and led to successful new product introductions, which, in turn, have continued to increase overall customer satisfaction.

#### **Question**

- a. What market research should be done to develop a program that could persuade more customers in the luxury car market to buy Mercedes-Benz? Define the problem and explain the types of research that would be necessary to develop such a program.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**