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UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2019

Course: BRM   **Semester: II**
Program: MBA -LSCM   **Time: 03 Hours**
Course code: DSRM 7002   **Max. Marks: 100**
Instructions: Provide statistical tables (chi-square/z/t/F) for critical values.

SECTION A

		Marks	CO
Q 1	**Attempt all the questions.**		
a)	Cronbach alpha is used for testing…..……………………………………of the questionnaire.	**2**	**CO 1**
b)	Likert's scale is a type of ……………………………………bipolar scale.	**2**	**CO 3**
c)	Degree of freedom in case of an array of 3x4 is……………………………………..	**2**	**CO 2**
d)	In case of Binomial distribution, Mean =……………………………………………….	**2**	**CO 3**
e)	Chi-square calculated is = …………………………………………………………….	**2**	**CO 4**
f)	Formula for standard error for z test for single sample of size 'n' = ………………………………	**2**	**CO 4**
g)	FMA means……………………………………………………..and is used for………………..	**2**	**CO 1**
h)	Coefficient of correlation lies between………………………………and …………………………….	**2**	**CO 3**
i)	Enumerate any two multi-variate analysis techniques- a) b)	**2**	**CO 3**
j)	Loss of revenue on account of inadequate cold chain infrastructure is a ……………………………………….problem.	**2**	**CO 2**

SECTION B

Q 2	**Attempt any four out of the following:**		
a)	Advantages of Focus group interviews	**5**	**CO 3**

b)	Questionnaire Vs Schedule	5	CO 3
c)	Hypothesis Testing Procedure for Chi-square test	5	CO 4
d)	Parametric Test Vs Non-parametric Test	5	CO 2
e)	Nominal Scale Vs Interval Scale, and their applications	5	CO 3
	SECTION-C		
Q 3	**Attempt any three of the following:**		
a)	Design a questionnaire to determine the satisfaction level with the suppliers providing grocery, apparel, stationery items to the retail store in a tier II city. Few questions should be based on nominal and ordinal scale. Make assumptions, if necessary.	10	CO 3
b)	If the average stipend of non-graduating management students for Summer Internship Projects in a business school is Rs. 10,000 per month. What are the chances of students drawing the stipend of 10,500 lakh if standard deviation is 2000 for a batch of 64 students?	10	CO 3

c)	You are supposed to carry out a research to arrive at a decision regarding the launch a retail store for promoting branded jewellery items under brand "Supreme" gold, silver and semi-precious metals in tier II city. Most of jewellery items are hallmark certified. You mainly want to target the students' community particularly adult students and youngsters. You want to carry out a market analysis for the potential customers to position your brand effectively. (Make assumptions, if required). Briefly discuss the following:
	
	     a. Research Problem
	     b. Research Objectives
	     c. Sampling Design
	     d. Methods of data collection
		10	CO 2

d)	Suppose you want to carry out a research to assess the problems faced by Consumers in travelling by Ola/Uber/Private cab in a metro city. Briefly discuss the following:	10	CO 2,3

	a. Research Problem		
	b. Sampling Design		
	c. Methods of data collection		
	d. Tools of Analysis		

SECTION-D

Q 4.	**Attempt the following questions.**		
a)	A trainer observed that the trainees in his program were better at their job in the Morning than the Evening. He decided to test this out by using a quantitative test as this required the participants to concentrate. If there was a dip in performance in Evening the test should pick it up. He chose a random sample of 8 trainees and gave them two tests matched on their difficulty. The samples were balanced on the two versions of the test, and at what time they were tested first, to control for carry-over effects. The tests gave a score out of 20, the higher the score the better the performance. The results were as follows: Test the significance of belief of teacher at 5% level of significance.	**15**	**CO 4**

Participant	Morning	**Evening**
1	16	14
2	14	12
3	13	14
4	15	14
5	17	13
6	16	14
7	15	15
8	16	11

b)	Number of senior citizens in a rural town according to meditation habits and their gender are given below in the following table:	**15**	**CO 4**

Meditation Habits	**Male**	**Female**
Very Regular	30	16

Regular	36	24
Occasional	9	8
Rare	85	186

Test at 1% level of significance, if there is an association between gender of citizens and their meditation habits.

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SECTION A

		Marks	CO
Q 1	**Attempt all the questions.**		
a)	Value of Cronbach alpha should be……………………………….for a good questionnaire.	**2**	**CO 1**
b)	SPSS means…………………………………………………………………………………… ……………	**2**	**CO 1**
c)	Degree of freedom in case of 4 classes is…………………………………………………	**2**	**CO 2**
d)	Specify any two characteristics of Binomial distribution ……………………………………………	**2**	**CO 3**
e)	F ratio can be calculated as………………………………………………………………………… …..	**2**	**CO 4**
f)	Type I Vs Type II error	**2**	**CO 4**
g)	APA Style Bibliography	**2**	**CO 1**
h)	Coefficient of determination lies between……………………………….and ……………………………	**2**	**CO 3**
i)	Factor analysis is used for …………………………………………………………………………………	**2**	**CO 3**
j)	Null Hypothesis Vs Alternate Hypothesis	**2**	**CO 2**

SECTION B

Q 2	**Attempt any four out of the following:**		
a)	Characteristics of a good questionnaire	**5**	**CO 3**
b)	Standard error for proportion for single sample of size 64, p= 0.5 is……………………………. Determine confidence limits at alpha = 0.05	**5**	**CO 3**

c)	Hypothesis Testing Procedure for "Z" test for two tailed test	5	CO 4
d)	Discuss the significance of review of literature. Specify any two refereed journals related to Supply Chain.	5	CO 2
e)	Formulate two questions each for nominal and ordinal scale.	5	CO 3

SECTION-C

Q 3	**Attempt any three of the following:**		
a)	Design a questionnaire to determine the existing problems in Distribution Centres and suggesting measures to improve the efficiency of these Centres for perishable goods.	10	CO 3
b)	A sample analysis of examination results of 500 students was done. It was found that 220 students had failed (grade F), 170 had secured grade C, 90 got grade B and 20 obtained grade A. Ae these figures commensurate with the general examination result which is the ratio of 4:3:2:1 for various categories i.e. F, C,B and A respectively. Test at 5% level of significance.	10	CO 3
c)	Describe the research process for "Mapping the supply chain process for packed Fruits and Vegetables from sourcing from Mandi to the consumers and reducing the post-harvest losses. (Make assumptions, if required). Briefly discuss the following: a. Business Problem b. Research Problem c. Research Objectives d. Sampling Design d. Methods of data collection	10	CO 2
d)	Suppose you want to carry out a research project to determine the problems faced by Consumers in e-payment for e-commerce companies and booking hotels/travel tickets through various options available among college going students in a city. Briefly discuss the following: a. Research Problem b. Sampling Design c. Methods of data collection d. Tools of Analysis	10	CO 2,3

SECTION-D			
Q 4.	**Attempt the following questions.**		
a)	**Case Study: Tasty Foods** Tasty Foods (India) Ltd. is a wholly owned subsidiary of delicious foods, a giant German based restaurants chain. Tasty food was famous for its continental cuisine. The chain of restaurants was well spread across Europe. It was eyeing the Asian continent for a long time. In 1996, it entered Japan and gained enormous success. The same year it entered Malaysia, Singapore and made a landmark. The Asian market was had prove to be lucrative, as the chain had more than 100 restaurants across these countries. The chain thought of entering the Indian sub-continent, which was supposed to have enormous potential. In 2001, the chain made a survey, and the survey revealed the shocking information that, most food lovers were vegetarians. Unfortunately, the chain was well-known for its non-vegetarian cuisine, especially, Barbecue and Dover sole. The chain also gathered information that McDonalds and Tricon groups of restaurants had already set up their operation, but adopted vegetarian cuisine. The chain was surprised to find that McDonalds, very well-known for its Hamburgers (Beef) and chicken burgers had adopted Indian dishes and were running successfully. Moreover, Tricon has set up a 100% pure vegetarian restaurant in Ahmedabad where the majority was vegetarians. The chain was in a dilemma. But it finally decided to launch its restaurants in different metros of the country, with its world famous non-vegetarian cuisine. The cuisine also contained vegetarian dishes but not many. The restaurant had a poor response rate in the first six months. The chain incurred a loss of Rs. 2 crore in this period, and hence thought of closing some of its restaurants. Then it appointed a well renowned market research agency to find out what went wrong. Research findings revealed that if the chain wanted to survive and succeed in the Indian market it had to add vegetarian dishes to its cuisine. The main problem was that the cuisine of the chain was predominantly non-vegetarian, and did not contain many vegetarian dishes. It appealed to the global headquarters in Germany to solve the problem, by suggesting vegetarian dishes. The headquarters after consulting the experts advised the chain to stick to the non-vegetarian cuisine. It also suggested that the chain might run the restaurants in particular metros where more number of non-vegetarian food lovers were present and close down rest of the restaurants. Contrary to this decision, the chain was firm to introduce many vegetarian cuisines and asked the expert team to find vegetarian dishes irrespective of its acceptance by customers. 1. Mention the proper research design to find out 'consumers opinion' on cuisine. 2. Suggest suitable locations, sample size and technique and scales to be used to find out accurate opinion.	**30**	**CO 1,2,3**

	3. What appropriate data collection would you suggest and the instrument to be used for this situation? 4. Mention the necessary components that the instruments contain to find the consumer opinion accurately.		