



- (a) Explain the meaning of the term "Research" citing some definitions given by scholars?
- (b) As a Marketing Manager in a firm, how do you apply "Research Methodology" as a technique for solving problems in the field of Marketing?
- (c) Critique the following research done in a service industry as to the extent to which it meets the qualities of scientific research methods.

**The CDMA plc.**

Customer complaints were mounting, and letters of complaint detailing the problems they experienced with the residential telephones lines were constantly pouring in at the CDMA plc. The company wanted to pinpoint the specific problems and take corrective action. Researchers were called in, and they spoke to a number of customers, noting the nature of the specific problems they faced. Because the problem had to be attended to very quickly, they developed a theoretical base, collected relevant detailed information from a sample of 100 customers, and analyzed the data. The results promise to be fairly accurate with at least an 85% chance of success in problem solving. The researchers will make recommendations to the company based on the results of the data analysis.

- (d) Briefly explain the differences between "Qualitative Research" and "Quantitative Research"

(20 Marks)

2. (a) Explain the terms " Study Population" and " Subject Area" in relation to research problem.
- (b) State five well defined research problems in the field of Marketing.
- (c) Explain with examples how you would formulate "Research Questions" and "Research Objectives".
- (d) Explain the procedure for reviewing Literature for a research?

(20 Marks)

3. (a) Explain the process of "Conceptualization" and "Operationalization"
- (b) Explain the different types of variables which can be identified in a "Cause and Effect" study.
- (c) What are the advantages of formulating hypotheses in researches?
- (d) From the following case, identify a research problem, develop a conceptual frame work, and formulate at least four hypotheses:

### **Sleepless Nights At Holiday Inn**

Just a few years ago, Tom Oliver, the Chief Executive of Holiday Hospitality Corp., was struggling to differentiate among the variety of facilities offered to clients under the Holiday flagship--the *Holiday Inn Select* designed for business travelers, the *Holiday Inn Express* used by penny pinchers, and the *Crowne Plaza Hotels*, the luxurious hotels meant for the big spenders. Oliver felt that revenues could be quadrupled if only clients could differentiate among these.

Keen on developing a viable strategy for Holiday Hospitality, which suffered from brand confusion, Tom Oliver conducted a customer survey of those who had used each type of facility, and found the following. The consumers didn't have a clue as to the differences among the three different types. Many complained that the buildings were old and not properly maintained, and the quality ratings of service and other factors were also poor. Furthermore, when word spread that one of the contemplated strategies of Oliver was a name change to differentiate the three facilities, irate franchises balked. Their mixed messages did not help consumers to understand the differences, either.

Oliver thought that he first needed to understand how the different classifications would be important to the several classes of clients, and then he could market the heck out of them and greatly enhance the revenues. Simultaneously, he recognized that unless the franchise owners fully cooperated with him in all his plans, mere face lifting and improvement of customer service would not bring added revenues.

(20 Marks)

4. (a) What do you understand by the term "Control of Variance?"
- (b) Describe the "Before-and-After" study design.
- (c) What are differences between "Causal" and "Correlational" studies?
- (d) A foreman thinks that the low efficiency of the machine tool operators is directly linked to the high level of fumes emitted in the workshop. He would like to prove this to his supervisor through a research study.
- (i) Would this be a causal or a correlational study? Why?
- (ii) Is this an exploratory, descriptive, or hypothesis-testing (analytical or predictive) study? Why?
- (iii) What kind of a study would this be: field study, lab experiment, or field experiment? Why?
- (iv) What would be the unit of analysis? Why?
- (v) Would this be a cross-sectional or a longitudinal study? Why?

(20 Marks)

- (a) What are the methods of determining the reliability of an instrument? Describe one of them.
- (b) Explain the "Systematic Sampling method"
- (c) Briefly describe five methods of data presentation
- (d) Briefly state the three areas of statistics used for data analysis

(20 Marks)