

- Note : 1) All questions are compulsory
 2) Each Question carry 15 marks
 3) Figures /Diagrams to the right indicate marks.

Q.1. Define Research Design and Justify its Need. (15)

OR

Q.1. a) How Qualitative and Quantitative Research can be merged? (7)

b) Distinguish between Qualitative and Quantitative Research? (8)

Q.2. What is Research Process? Explain the usual steps in Research Process? (15)

OR

Q.2. A) Enumerate the factors influencing use of Research in Business? (8)

B) When should a Company undertake Research activities? (7)

Q.3. Case study :- (15)

a) Stiff Competition :

“Vijay Auto” one of the leading automobile companies in India, lost market share to its competitor Hero Honda in the late 1990's. In order to regain its market share, the company plans to find out the reason for its failure in the market. You are appointed as a research to M/s. Vijay Auto.

Questions :

- a) What type of research design would you prefer? Support your answer with reasons.
 b) State the sources through which Vijay Auto can obtain primary data.
 c) How would you prepare a research support?

OR

b) Case Study :

Social Responsibility :

Transitional Residence, Inc (TRI) is a local non profit organization located in Madison, wisconsin. TRI provides assistance to homeless and very low income individuals and families in finding emergency shelter, food, employment, transitional residence and affordable apartment housing. These services are provided through four basic TRI programs. See exhibit below for details :

- a) The Drop-In shelter : An emergency drop-in shelter for men located at Grace Church.
- b) The Hospitality House : A day shelter for homeless and very low income men and women.
- c) The Transitional Residence Programs : Provides transitional living arrangements for families and single men for six months or more depending on the needs of the individuals/ family and the unit.
- d) The Residence opportunity Program : Helps families in obtaining a lease.

As part of its planning, the board of directors of TRI was interested in was to conduct a survey of organization's paid staff, volunteers, and guests (the homeless staying at TRI they found particularly useful, which should be revised, and what other programs or services might be of more assistance to guests.

However the analysis of TRI's internal statistics and other published data indicated the need for TRI to narrow its focus. Specifically, internal information indicated the number of agencies serving the male homeless population was decreasing. Moreover, TRI was currently the only Madison shelter that served the male homeless population, and this community appeared to be underserved. In fact, the number of homeless men staying at TRI's Drop-In shelter had increased 89 percent, from 60% three years ago to 1,146 the past year. This was partly due to the closing of other Madison male shelters in the last three years. Finally, the TRI shelter was filled beyond its capacity of 66 men per night. During the winter, there were frequently more than 90 men staying at the Drop-In shelter on any given night, with many of them sleeping on the hallway floor.

Given this information, the board of directors decided to use the organization's limited resources to focus first on the Drop-In shelter. More specifically, the board asked for an evaluation of TRI's current facilities and the services for the homeless as well as a determination of what future services and facilities it should try to provide.

Questions :

- a) What is the research problem ?
- b) What kind of research design would be appropriate for this purpose ?
- c) What information would you collect for this research problem ?

Q. 4. Write short Note on the following :

- a) Non probability sampling
- b) Primary Data
- c) Economic Intelligence system

(15)

P.T.O.

OR

Q. 4. Write Short note on the following. (15)

- a) Report writing is an Art
- b) Secondary Data
- c) Significance of Sampling

