

**UNIVERSITY INSTITUTE OF APPLIED MANAGEMENT SCIENCES PANJAB
UNIVERSITY, CHANDIGARH**

**MID SEMESTER EXAMINATIONS- MBA (SECTORAL MANAGEMENT) –
2 SEM-MAY, 2021**

IMPORTANT INSTRUCTIONS:

- 1) Please download the Question Paper immediately on receipt of the same.
- 2) Mark your attendance online After Receiving the Question Paper
- 3) **Select the Relevant Question Paper as per your Sectoral Area of Study/Functional Area**
- 4) Please put Roll No, Subject Code, Page No. and Signatures on all pages of the answer sheet
- 5) Maximum Number of pages in Answer Sheet are 16.
- 6) Timing of Examinations are 2.30 p.m. to 4.30 p.m.
- 7) Attempt Questions as per instruction in the question paper. ALL Questions carry Equal Marks
- 8) **YOU ARE REQUIRED TO ATTEMPT THE ANSWERS IN YOUR OWN HANDWRITING IN BLUE/BLUE BLACK PEN.**
- 9) Preserve the original Answer Sheet. It may be required to be submitted at a later date.
- 10) The candidate will be required to **submit a single PDF file of his/her answer sheet** from their registered email address to the **NEW GOOGLE FORM** link <https://forms.gle/DxaNLUcSCmEV7A9w9> within 90 minutes from completion of examination till 6.00 p.m. (for Evening Session exam.) on the day of examination.
- 11) The candidate will be required to **submit his/her attendance** on the Google Form link <https://forms.gle/k1AswLUdBcAavaC97> upto 3.00 p.m. (Evening session exam.) on the day of examination.

**UNIVERSITY INSTITUTE OF APPLIED MANAGEMENT SCIENCES
PANJAB UNIVERSITY CHANDIGARH**

MID TERM EXAMINATION OF MBA 2ND SEMESTER, MAY 2021

FOR ALL THE SECTORS-

**MBA(Retail Mgmt), MBA(Banking Mgmt. A & B), MBA(Capital markets),
MBA(IT & Telecommunication), MBA(Infrastructure Mgmt.),
MBA(Pharma Mgmt. and MBA (Hospital Mgmt.)**

PAPER TITLE: SEMINAR ON RESEARCH METHODOLOGY

PAPER CODE:MBA-2006

MAX. MARKS:15

TIME: 2 HOURS

Note: Attempt any 3 questions out of 5.All questions carry equal marks.

Q1a.	What do you mean by research? Explain its significance in modern times.	2
b.	Briefly describe the different steps involved in research process.	3
Q2.	Discuss which research design would be best for the research problem given below	
a.	A researcher intends to find the relationship between the increase/decrease in the advertisement budget and sales of a product. Data of the firm's spending on the advertisements (in Rupees) and sales (number of units) for the last five years is available.	1
b.	A village has reported massive spread of an unknown disease among its residents. The symptoms are high fever, stomach upset, dehydration and fatigue. A team of doctors, scientists and public health workers have arrived at the location to identify disease and determine its cause.	2
c.	A poultry farm in Punjab has increased its produce by 75% in one year. The management of the farm have credited the increase in produce to use of good quality animal feed, regular vet-health checkup and hygiene. The farmers in other part of the state would like to replicate his business model the same in their poultry farm too. A team of management and agricultural researchers are planning to visit the site and develop a better understanding of the currently implemented Standard Operating Procedures.	2

Q3.a.	Differentiate between sources of primary and secondary data.	2
b.	<p>An entrepreneur intends on starting an organic food business in Chandigarh. He has hired you as his management consultant. Discuss the various sources of data you will use to create a market research report for him. The report should highlight the following</p> <ol style="list-style-type: none"> 1. Competitors 2. Customer segments 3. Tentative pricing 4. Promotional strategy 5. Acceptance of the product in the market 	3
Q4.	Enumerate the different methods of collecting data. Which one is the most suitable for conducting enquiry regarding family welfare programme in India? Explain its merits and demerits.	5
Q5.a.	What are the guiding considerations in the construction of questionnaire? Explain.	3
b.	<p>You are working in a radio channel started by the UIAMS Department. You have to interview Ms. Kiran Mazumdar-Shaw, the Chairperson and Managing Director of Biocon. The target of the radio show is to inspire listeners to start their enterprise and capture better understanding on the difficulties and challenges of a startup. Frame a list of interview questions you will ask.</p>	2