



CBCS SCHEME

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22MBA23

Second Semester MBA Degree Examination, Dec.2023/Jan.2024

Research Methodology and IPR

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any FOUR full questions from Q1 to Q7.

2. Question No.8 is compulsory.

3. M : Marks , L: Bloom's level , C: Course outcomes.

			M	L	C
1	a.	Define Descriptive Research.	3	L1	CO1
	b.	Describe the features of good research.	7	L1	CO1
	c.	Explain the steps involved in the process of research.	10	L2	CO1
2	a.	Define Literative search.	3	L1	CO1
	b.	Discuss the methods of Descriptive Research Design.	7	L6	CO2
	c.	What is Focus group? Explain the characteristics of a moderator.	10	L2	CO2
3	a.	Define sample frame with example.	3	L1	CO2
	b.	Explain the steps involved in sampling process.	7	L2	CO2
	c.	Explain the types of probability sampling method with suitable examples.	10	L2	CO2
4	a.	Define snowball sampling with example.	3	L1	CO1
	b.	Explain the types of observation method.	7	L2	CO2
	c.	What is questionnaire? Briefly explain the steps involved in designing a questionnaire.	10	L2	CO2
5	a.	What are projective techniques?	3	L1	CO2
	b.	Explain the advantages and disadvantages of secondary data.	7	L2	CO2
	c.	Explain the types of attitude measurement sales.	10	L2	CO2
6	a.	Define ordinal scale with example.	3	L1	CO2
	b.	Explain the steps involved in processing of data.	7	L2	CO3
	c.	Explain the types of research report.	10	L2	CO3
7	a.	Define the term intellectual property.	3	L1	CO5
	b.	Explain the types of intellectual property.	7	L2	CO5
	c.	Explain the types of experimental research design.	10	L2	CO2

8	<p>Case Study : (compulsory)</p> <p style="text-align: center;">Coca Cola India's Thirst for the Rural Market</p> <p>In early 2002, Coca-Cola India (CCI) launched a new advertisement campaign featuring leading bollywood actor – Aamir Khan. The advertisement with the tag line – ‘Thanda Matlab Coca – Cola’ was targeted at rural and semi-urban consumers. According to company sources, the idea was to position Coca-Cola as a generic brand for cold drinks. The campaign was launched to support CCI's rural marketing initiatives.</p> <p>CCI began focusing on the rural market in the early 2000s in order to increase volumes. The decision was not supervising, given the huge size of the untapped rural market in India.</p> <p>With flat sales in the urban areas, it was clear that CCI would have to shift its focus to the rural market. Nantoo Banerjee, spokes woman CCI, said, “The real market in India is in the rural areas. If you can crack it, there is tremendous potential”.</p> <p>However, the poor rural infrastructure and consumption habits that are very different from those of urban people were two major obstacles to creating the rural market for CCI. Because of the erratic power supply most grocers in rural areas did not stock cold drinks. Also, people in rural areas had a preference for traditional cold beverages such ‘Lassi and Lemon Juice’. Further, the process of the beverage was also a major factor for the rural consumer.</p>			
a.	Formulate the objectives of research.	5	L2	CO1
b.	What type of research design would you adopt.	5	L1	CO1
c.	Identify the major problems involved in the case.	5	L1	CO2
d.	Advise the company for attracting the rural customer and promotional strategies to be adopted.	5	L1	CO2
