Roll No…….. **Total No. of Printed Pages: [02]**
Total No. of Questions: [10]

MBA (Hospital Administration) (Semester – 2nd)
RESEARCH METHODOLOGY
Subject Code: MBADS2-202
Paper ID: [22261009]

Time: 03 Hours **Maximum Marks: 60**

Instruction for candidates:

1. Section A consists of 10 compulsory short notes of two marks each.
2. Section B consists of Four Units (Unit – I, II, III & IV). Each unit contains two questions of 8 marks each. Student has to attempt one question from each unit.
3. Section C (8 Marks): A short Case Study related to the syllabus.

Section – A **(2 marks each)**

Q1. Attempt the following:

a) Differentiate between qualitative and quantitative research
b) Write a note on research ethics
c) Enumerate various sources of information for a literature review
d) What do you mean by a factorial design?
e) Differentiate between probability sampling and non-probability sampling techniques
f) What do you mean construct validity?
g) Write a note on snowball sampling
h) Define multidimensional scaling
i) Explain type I errors that may occur in research
j) Describe the significance of cross tabulation

Section – B **(8 marks each)**

UNIT-I

Q2. Describe the purpose of conducting research? Also explain the steps of a research process?
Q3. What do you mean by Research design? Discuss different types of research designs with advantages and limitations?

UNIT-II

Q4. What is the purpose of a questionnaire? Describe the process of designing a questionnaire in detail
Q5. Distinguish between primary data and secondary data. Discuss in detail various methods of collecting primary data with examples

UNIT-III

Q6. Why it is important for a researcher to formulate a hypothesis? Explain the general procedure for hypothesis testing with the help of suitable illustrations
Q7. Discuss various types of parametric and non-parametric tests for hypothesis testing with their advantages and limitations

UNIT-IV

Q8. What are major uses of factor analysis? Explain the factor analysis model in detail
Q9. Describe the importance of report writing. Discuss in detail essential contents of a report

Section – C **(8 marks)**

Q10. Case Study:

Tomohiko Ikeda, chairman, president, and CEO of Subaru of America, Inc, knows that customer loyalty is a big part of the automotive industry today, and Subaru has long been aware of this fact. Subaru, in the past, relied heavily on the traditional, paper-based customer response surveys. Short, follow-up purchase experience surveys and service experience surveys were mailed to customers within 7 to 14 days after purchase. These surveys entailed both multiple-choice questions and open-ended questions. The response rates from the mailings ranged from 30 to 45 percent. After all the data were collected from the mailings, dealerships received a Subaru Owner Loyalty Indicator (SOLI) rating quarterly report. These reports provided valuable information to the dealers, but they used to receive this information only four times a year. Upon receipt of this report that contained customer complaints, it was usually too late to resolve the problems.

To address this situation, the answer for Tomohiko Ikeda was the Internet, which would provide faster, more flexible service and information to dealers, field staff, and the management team. Subaru hired Data Recognition Corporation (DRC) of Minneapolis, Minnesota, to set up the program design and provide the ongoing service. The process begins by scanning the responses from customer survey forms using optical character recognition. Customer comments are captured and categorized. Next, all survey information is electronically added to the appropriate dealer's database using a customized program developed by DRC. The entire process is managed by DRC; hence, Subaru may concentrate on selling cars. The Web-based reports give field managers an opportunity to see what is happening at their assigned dealerships. They can access up-to-the-minute reports on a specified dealership before meeting with the dealer. This works well because the managers are able to access this information from anywhere as long as they can tap into the Internet.

Dealers are able to use the site to stay on top of where they are in terms of customer satisfaction. They can see their quality scores and check on a particular salesperson's performance. Dealers are able to take immediate action because of this new technology. This allows for better management, and in the long run, better performance from all employees. As dealers became more comfortable with the Web format, they began to request more detailed and timely reports. Due to this request, Subaru has recently begun to develop a series of reports called "Just-in-Time Reports." These reports provide immediate access to current performance rankings in addition to the quarterly rankings. This has become another tool for Subaru to help boost their sales and performance. This new technology and refocused goals on customer measurement and loyalty will help propel Subaru forward with an advantage over lagging competition.

a) While Subaru management finds the report very useful, the dealers have a slightly different opinion. How should the report be modified to improve its usefulness to the dealers?
b) Discuss the role of the type of report you recommend in enabling Tomohiko Ikeda to make the dealer sales effort more effective?