

Research Methods

Term Examination

Time - 3 Hour

MM-70

The question paper contains 2 printed page.

Q. 1. The CEO of big Bazaar wants to devise a sales strategy for his grocery product line in the outlets of Rajasthan. He gets to know that students of IIHMR are undergoing a research methods course. He gets in touch with them and asks them to take this up as their project. The students do a qualitative research of some customers and sales experts and find that city size (large or small), product display (shelf or end of aisle) and packaging (plain paper or glossy plastic) could determine the quantity of sales. However they are not able to specify any numeric details. Hence the student group is required to design an appropriate experiment to determine whether and to what extent these factors could influence sales. There are 72 outlets across Rajasthan which are available for the experiment.

Answer the following questions (Total: 30 marks)

Suggest the approach for the student group to determine which combination of city, product display and packaging would be beneficial. In other words, specify the outcome variable, the treatment and the design. Also state the groups you may possibly form with appropriate justification. How would you assign eateries to the various groups? **(10 marks)**

What are the key results you would look for i.e identify possible main effects? **(10 marks)**

What would you mean by an interaction effect between treatments? Would you always look at interaction effects as positive? Please answer in the context of the given situation. **(10 marks)**

Q. 2. State with Reason whether the following statements are true or false **(two marks each)**.

- i) Snowball sampling is an example of probability sampling
- ii) It is impossible for a measure to be valid but not reliable

Q.3. Consider the two questions given below as part of a larger questionnaire. Do you think that the questions are asked in the right way? Why or why not? If you believe that the question is asked in an incorrect way, what according to you would be the right way to ask the same question? *(three marks each)*

- i) Do you approve people coming late to attend lectures and being inattentive in those lectures?
- ii) Given that many people are not in favour of capital punishment what is your view regarding the same?

Section 2- Qualitative Research Methods (carries 30 Marks)

Students are required to read the following situation carefully and answer the questions given below.

Recognizing the importance of energy in the development of individuals and the nation, the government of India promotes renewable energy (RE) in rural India, where grid-based electricity is not possible. Renewable energy is locally generated and distributed. Alternate Energy (AE) is a non-governmental organization (NGO) working in underdeveloped central India in the field of livelihoods and rural entrepreneurship. In addressing the problem of unavailability of electricity in one of the villages, named Sitapur, it was working in, AE wanted to use local resources to generate energy locally. AE entrusted the task of electrifying the village to one of its young managers, Mr. Suraj. He faces a paradoxical situation where there is the need for energy on one hand and no buyers for energy on the other hand. He faces the dilemma of how to create a market for RE that is generated locally. The village Sitapur has 87 households. Agriculture is their major livelihood. The level of education in the village is very low with a graduate and 7 villagers studied up to a class 12. Suraj understood he needs to undertake the research to explore the situation.

- Students may assume an information, if required, and develop a research plan to understand the quandary of energy need on one hand and no buyers on the other.
- Please ensure that each step is written in detail.
- The plan should include the sampling plan, interview protocol, and detailed research questionnaire. Please provide the justification for each step.