**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**THIRD TRIMESTER (Batch 2020-22)**

**END TERM EXAMINATION, MAY-2021**

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| --- | --- | --- | --- |
| Course Name | **Business Research Methods** | Course Code | **OM301** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

**This paper has four (4) pages and six (6) questions. You are required to answer all questions based on the caselet given below**

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ZAP Computers, a very successful computer hardware manufacturer in India, is considering developing a new line of laptops that include a cell phone built into the computer. The cell phone could be removed and would include a separate hard-disc to allow the user to easily transport files that are on the laptop. The VP of Marketing at ZAP is very excited about this concept. He is pretty sure that there is nothing on the market like this and he believes that it will give ZAP an edge in the very competitive hardware market. There is a significant cost to developing this product but, if successful, the product could more than repay those costs in the first six months. ZAP Computers' current line of laptops is called Zaptops and each model has a new number. Z-45 is the current model (Z-44 was the previous model). One of the questions being considered is whether the new model will follow the same naming convention and be the Z-46 or whether a new name such as Zaptop Plus, Zaptop Premium or something else should be used. The company is also considering whether the cell phone should be a standard feature or an optional feature in its new models. Much of ZAP's success has come from attracting business customers who want a reliable computer without many bells and whistles at a lower price than the competition. The company has about 34,000 business customers who purchase, on average, 15 laptops per year. The company has not previously been seen as an innovator and it hopes to attract a new customer base with the new technology. ZAP does not expect that it will lose any existing customers. For existing customers, although the new model will be more expensive than the previous, it will be less expensive than purchasing both a ZAP laptop and a cell phone. Before making the investment, the VP of Marketing at ZAP has asked you, the Director of Marketing Research at ZAP, to propose some research that would reduce the risk in making this investment.

**Questions.1**

Identify at least three business problems and translate them into business research problems.  **(6 Marks)**

**Questions.2**

Construct at least three interesting hypotheses based on your answer in Question-1 above.

**(6 Marks)**

**Questions.3**

What research methods would you recommend to obtain the information needed to test the hypotheses and why would these be the best methods?

**(6 Marks)**

**Questions.4**

Who would you target to conduct the research and how they would be reached?

 **(6 Marks)**

**Questions.5**

You planned to conduct a survey of 500 respondents with an expectation of 95% confidence level and 4% margin of error. Assuming 50% will favor your proposal, present an argument, with appropriate calculations, to either retain or change the sample size.

**(6 Marks)**

**Questions.6**

Assume that you just finished the fieldwork on a quantitative study to assess customer liking of your new concept of a premium laptop computer. A representative sample of 500 customers completed the survey. Respondents were asked to rate their overall liking of the concept. The survey also asked them to rate several attributes related to their price-value behavior, brand loyalty and intention to purchase the new computer. The results obtained are shown below.

Table-1: Overall Liking of the Concept

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Dislike very much |  |  |  | Like Very much |
| 1 | 2 | 3 | 4 | 5 |
| Overall Liking | 5% | 10% | 10% | 35% | 40% |

Table-2: Price-value behavior

|  |  |  |
| --- | --- | --- |
|  | Frequency | % |
| Quality is first for buying computers | 195 | 39% |
| Within budget we look for the best quality of computers | 155 | 31% |
| We look for best price within the selected quality | 130 | 26% |
| We always look for low-priced computers | 20 | 4% |
| Total | 500 | 100 |

Table-3: Brand Loyalty

|  |  |  |
| --- | --- | --- |
|  | Frequency | % |
| We always buy the same brand of computers | 225 | 45% |
| We buy computers from a few brands | 210 | 42% |
| We buy computers from many different brands | 55 | 11% |
| Only price matters for us in buying a computer | 10 | 2% |
| Total | 500 | 100 |

Table-4: Purchase Intention

|  |  |  |
| --- | --- | --- |
|  | Frequency | % |
| We will definitely buy the new computer as soon as it is available | 65 | 13% |
| We will watch and see how it performs before buying | 300 | 60% |
| We will buy eventually when the price falls | 35 | 7% |
| We do not need to buy any computer soon | 100 | 20% |
| Total | 500 | 100 |

1. List three of the key findings of the research based on the results shown above.

 **(6 Marks)**

1. Interpret the findings based on the marketing problems outlined in the Question 1.

 **(4 Marks)**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* END OF EXAMINATION\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***