**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

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

**END TERM EXAMINATION, JULY-2021 (IMPROVEMENT)**

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| Course Name | **Business Research Methods** | Course Code | **OM 301** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

**This paper has three (3) pages and six (6) questions. You are required to answer all questions based on the caselet given below**

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The Quite Inn (disguised name) is a medium-sized motel located in a metropolitan area in Central India having a population of about 150,000. The owners of the motel are concerned that occupancy has not been growing as they think it should. The metropolitan area is located on Interstate highway and many bus tours pass through the area on their travel from the North to the South. Quite Inn management contracted with JIMI Associates, an Indore-based business research firm, to conduct a study to provide information useful to the management in their decision about what actions to take that will lead to an increased occupancy rate. The researchers decided that a study could be conducted by examining the overnight lodging preferences and perceptions of two potential target markets – bus tourism and general tourism. The major objective was to distinguish among these target markets in such a way that unique marketing strategies could be oriented toward each market. Two separate sample groups of Bus tourism were contacted: (a) tour operators and (b) bus tourists. General tourism includes both business and vacation travel. The sample of general tourists is selected from motel records of those people who used the motel during the past 24 months. The results of the bus tour study were disappointing: only one company representing 8.5% response rate responded to the request for information. Accordingly, it was decided to drop this aspect of the study.

**Questions.1**

What is the symptom identified in the study? What could be the possible business problem(s) and business research problems?

**(6 Marks)**

**Questions.2**

How will you determine the actual business problem? What is the research design appropriate for this study?

 **(6 Marks)**

**Questions.3**

Information from bus tourists will be obtained by using a focus group interview. Design a moderator’s guide for a focus group on identifying needs and preferences of bus tourists.

**(6 Marks)**

**Questions.4**

Information from general tourists will be obtained by using questionnaire. How will you ensure validity and reliability of the instrument?

 **(6 Marks)**

**Questions.5**

You planned to conduct a survey of 400 general tourists to ensure that sampling error would be no more than five percent with 90% confidence. It is assumed 40% of the general tourists (population) require lodging while taking overnight trips. 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 general tourists’ liking on motel lodging. A representative sample of 400 customers completed the survey. Respondents were asked to rate their overall liking towards Quite Inn. The survey also asked them to rate several attributes related to their price-value behavior, brand loyalty and preference to lodge at Quite Inn. The results obtained are shown below.

Table-1: Overall Liking of the Quite Inn

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Unsatisfactory |  |  |  | Excellent |
| 1 | 2 | 3 | 4 | 5 |
| Overall Liking | 5% | 12% | 13% | 40% | 30% |

Table-2: Price-value behavior

|  |  |  |
| --- | --- | --- |
|  | Frequency | % |
| I always prefer high quality lodging.  | 195 | 49% |
| The room rate must not create any doubt about its quality of service | 185 | 46% |
| I require lodging only when discounted price is offered  | 20 | 5% |
| Total | 400 | 100 |

Table-3: Brand Loyalty

|  |  |  |
| --- | --- | --- |
|  | Frequency | % |
| I always lodge at the Quite Inn while taking overnight trips | 180 | 45% |
| I have lodged at different motels within the last two years | 212 | 53% |
| Price matters for me to rent a room | 8 | 2% |
| Total | 400 | 100 |

Table-4: Preferences (1= Low and 5=High)

|  |  |  |
| --- | --- | --- |
|  | Importance | Liking |
| General appearance | 4.3 | 3.2 |
| Room comfort | 4.5 | 3.8 |
| Room rates | 2.3 | 4.1 |
| Friendly services | 4.8 | 3.1 |
| Cleanliness | 4.9 | 3.4 |

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

 **(6 Marks)**

1. Interpret the findings based on the actual business problems. What marketing strategies are recommended based on these findings?

**(4 Marks)**

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