Total marks for this paper is 100 marks.

There are two parts in this question paper. All questions in Part One are compulsory. It includes a mini case.

Part Two includes 6 Essay Type Questions. Answer 03 questions from this part.

Instructions to candidates

1. State your Registration Number on the front cover of the answer book and on each and every additional paper attached to it. Your name must not appear anywhere in the answer book or answer scripts.

2. Always start answering a question on a new page.

3. You are reminded that answers should not be written in pencil or red pen except in drawing diagrams.

4. Answer the questions using:
   - Effective arrangement and presentation
   - Clarity of expression
   - Logical and precise arguments
   - Clear diagrams and examples where appropriate

5. Illegible handwriting and language errors will be penalised.
PART ONE

Answer all questions

Question 01: Case study

Fairfield Gardens is a well-established tea factory for organic tea and is very popular among high-end customers. However, the General Manager (Sales) of the company found a drastic decline in sales during last year. At the same time, he has received several complaints from customers about the health concerns of customers with regard to their tea products. Research proves that attitude and health consciousness are found to be better predictors of organic food purchase intention. During the year concerned, the management of the Fairfield Gardens has cut down the budget for advertising as they have exceeded the allocated budget. Advertisements generally have an influence on customers in buying a product, as it shows the social class of the user, their lifestyle and attitudes. Several studies have stated that the image of the country from where a particular brand originates significantly affects consumers’ buying behaviour. It was found that the image of local tea brands had badly affected during last year in terms of product quality. With all these drawbacks, the marketing manager of the Fairfield Gardens has called for a meeting with the practitioners to develop an effective marketing strategy, exploring the major motivators of organic tea purchase intentions of the consumers.

a) Define the research problem. 

(8 Marks)

b) State three (03) research objectives.

(10 Marks)

c) Identify three (03) research hypotheses.

(10 Marks)

d) Propose a research model for the investigation.

(12 Marks)

(Total 40 Marks)
PART TWO
This part includes SIX (06) Essay Type Questions
Answer THREE (03) questions

Question 02
a) “Knowing research techniques help managers to make smart decisions” Discuss in brief. (10 Marks)
b) What is an applied research? Describe a specific situation where applied research can be used in an office context. (10 Marks)
(Total 20 Marks)

Question 03
a) Discuss the benefits of conducting a literature survey for a research study? (10 Marks)
b) “Problem identification is important before reviewing literature relevant to the subject”. Discuss. (10 Marks)
(Total 20 Marks)

Question 04
a) Describe four types of scales in a research study. (08 Marks)
b) Explain briefly the necessity of a reliability and a validity test. (12 Marks)
(Total 20 Marks)

Question 05
a) Explain the differences between descriptive and correlational studies? (10 Marks)
b) Describe how would you deal with missing data? (10 Marks)
(Total 20 Marks)
Question 06

a) What is qualitative data? Explain a situation where qualitative data is important? (5 Marks)
b) Explain “Content Analysis” with the examples. (15 Marks)
(Total 20 Marks)

Question 07

a) List out the benefits for a reader from a well written executive summary. (10 Marks)
b) Why is it necessary to specify the limitations and future research areas in a research report? (10 Marks)
(Total 20 Marks)

(Total 60 Marks)

(Total 100 Marks)

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