

**MBA-I / SEM-I / BUSINESS RESEARCH METHODS (2023-24)****COMPREHENSIVE CONCURRENT EVALUATION 2023-24****Course Code: 104 GC    Course Name: Business Research Methods****Faculty Name: Dr. Asita Ghewari**

The course is evaluated on the basis of three components

<b>Sr. No.</b>	<b>Parameter / Component</b>	<b>Marks</b>	<b>Date</b>
1	Case Study	50	05 <sup>th</sup> Nov. 2023
2	BRM Project and Group Presentation	50	-
3	End Semester Exam / Internal Exam	50	-

**CCE 1:  
Case Study 1****KEEP YOUR CITY CLEAN: ENVIRONMENTAL CONCERNS**

Over the last decade, recycling household waste has become an extremely important behaviour across the nations. However, in Asian countries this fluctuates from one country to the other. China is the leader amongst waste management while India, an equally large country, still has a long way to go. Though these are essentially policy driven or community driven initiatives, there are a number of attitudinal and motivational barriers to recycling, acting at an individual level.

Punita Nagarajan, a business studies graduate with a keen interest in environmental issues, read about this in a special report in the newspaper. She recognized a potential business opportunity. It seemed obvious to her that there was scope for a potentially lucrative business related to some aspect of household recycling. All she had to do was work out some way of alleviating the inconvenience people associated with recycling.

Punita decided that a door-to-door recycling service may be a profitable way to get people to recycle. She believed that households would be willing to pay a small fee to have their waste collected on a weekly basis, from outside their home. Punita discussed this idea with a few friends, who were very receptive, reinforcing Punita's views that this was indeed a good

business opportunity. However, before she developed a detailed business plan, she decided it was necessary to confirm her thoughts and suspicions regarding the consumer's views about recycling. In particular, she needed to check that her ideas, about convenience and recycling, were on the right track. To do this, she decided to conduct some research into attitudes towards household recycling.

## **QUESTIONS**

1. What is the kind of research design you would advocate here?
2. Identify your variables and the population under study.
3. Can you suggest any alternative design? Why/why not?

## **Case Study 2**

### **DANISH INTERNATIONAL**

Shameem had been with the organization for a fortnight now and was due to meet Raghu. He opened the door and walked in.

Raghu asked him to be seated and said, 'So doctor, what is the diagnosis?'

Shameem Naqib had been recently hired as the company counsellor at Danish International, as Raghu Narang, the CEO, felt that he was fed up with his team of non-performers. He had hand-picked the Band II decision makers from the most prestigious and growing enterprises. Each one came with a proven track record of strategic turnarounds they had managed in their respective roles. So why this inertia at DI? The salaries and perks were competitive, reasonable autonomy was permitted in decision-making and yet nothing was moving.

There had been two major mergers and the responsibilities had increased somewhat. When Shameem went to meet Sid Malhotra, the bright star who had joined six months back, he was reported absent and seemed to be suffering from hypertension and angina pain. His colleague in the next cabin was not aware that Sid had not come for the past four days. As he was talking to Raghu's secretary, he could hear Kamini Bansal, the HR head, yelling at the top of her voice at a new recruit, who after six weeks of joining had come to ask her about her job role.

The Band III executives had been with the company for a tenure of 5–15 years and yet had not been able to make it to the Band II position (except two lady employees). They were laidback, extremely critical and yet surprisingly were not moving.

Raghu also seemed a peculiar guy, he had hired him as the counsellor and was also making some structural changes as suggested by a Vastu expert, to nullify the effect of 'evil spirits'. He had a history of hiring the best brains, and then trying to fit them into some role in the organization. And in case someone did not fit in, firing him without any remorse. He had changed his nature of business thrice and on the personal front, he was on the verge of his second divorce.

Shameem listened attentively and said, 'I think there is a lot of merit in what you say. So this is what I will do \_\_\_\_\_.'

### **QUESTIONS**

1. What is the research design(s) Shameem is likely to recommend? Why?
2. Identify the variables, hypotheses and the units under study.

### **Case Study 3**

#### **KESHAV FURNITURE PVT. LTD.**

Keshav Furniture Pvt. Ltd. was established in 1950, and since its inception, has shown an average growth rate of 12 per cent per annum. Specializing in home and office furniture, it has also been exporting its products for the last seven years. Over the years, the company has gained reputation for its durable and comfortable designer products, which offer lots of convenience to the users.

Mr Keshav Prasad, the owner of the company, was happy with the growth of the company. According to him, 'Our products are far superior to that of our competitors in terms of quality, durability, range of designs and value for money.'

The real estate prices in Delhi and its neighbouring areas of Gurgaon and Noida have gone up at an exponential rate. Therefore, the demand for studio apartments and small two-bedroom flats is increasing. Mr Prasad is considering launching three styles of sofas ideally suited for two-bedroom flats. These sofas are compact, occupy very little space and are affordable. The price range for the three styles varies from ₹70,000 to ₹75,000. There is a difference of about 10 per cent in their cost of production.

Mr Prasad was wondering which style of sofa would sell the most, and the reasons thereof. A meeting of the top management was called to discuss the same. During the discussion a point that came up was that the sale need not only depend on the style of the sofa but also on the size of store where the sofas are sold.

1. What is the research design(s) is likely to recommend? Why?
2. Identify the variables, hypotheses and the units under study.

**CCE 2**

**BRM Project and Group Presentation**

**Instructions**

Group wise identify topic for the BRM project and follow the steps of research process.

**1. Draft a research proposal for the project**

**Submission of Research proposal: 10<sup>th</sup> Oct. 2023**

**2. Prepare the Literature Review for the topic**

**Submission of summary of Literature Review: 20<sup>th</sup> Oct. 2023**

**3. Draft Questionnaire**

**Submission of Questionnaire: 30<sup>th</sup> Oct. 2023**

**4. Prepare the Sample plan and Data collection**

**5. Data Analysis**

**6. Group Presentation of BRM Project**

**Tentative Date: 20<sup>th</sup> Nov. 2023**