

APPENDIX G Selected Statistical Tables

EXHIBIT G-3 Critical Values of the Chi-Square Distribution



d.f.	Probability Under H_0 that χ^2 Chi Square				
	.10	.05	.02	.01	.001
1	2.71	3.84	5.41	6.64	10.83
2	4.60	5.99	7.82	9.21	13.82
3	6.25	7.82	9.84	11.34	16.27
4	7.78	9.49	11.67	13.28	18.46
5	9.24	11.07	13.39	15.09	20.52
6	10.64	12.59	15.03	16.81	22.46
7	12.02	14.07	16.62	18.48	24.32
8	13.36	15.51	18.17	20.09	26.12
9	14.68	16.92	19.68	21.67	27.88
10	15.99	18.31	21.16	23.21	29.59
11	17.28	19.68	22.62	24.72	31.26
12	18.55	21.03	24.05	26.22	32.91
13	19.81	22.36	25.47	27.69	34.53
14	21.06	23.68	26.87	29.14	36.12
15	22.31	25.00	28.26	30.58	37.70
16	23.54	26.30	29.63	32.00	39.29
17	24.77	27.59	31.00	33.41	40.75
18	25.99	28.87	32.35	34.80	42.31
19	27.20	30.14	33.69	36.19	43.82
20	28.41	31.41	35.02	37.57	45.32
21	29.62	32.67	36.34	38.93	46.80
22	30.81	33.92	37.66	40.29	48.27
23	32.01	35.17	38.97	41.64	49.73
24	33.20	36.42	40.27	42.98	51.18
25	34.38	37.65	41.57	44.31	52.62
26	35.56	38.88	42.86	45.64	54.05
27	36.74	40.11	44.14	46.96	55.48
28	37.92	41.34	45.42	48.28	56.89
29	39.09	42.56	46.69	49.59	58.30
30	40.26	43.77	47.96	50.89	59.70

SOURCE: Abridged from Table IV of Fisher and Yates, *Statistical Tables for Biological, Agricultural, and Medical Research*, 6th ed., published by Oliver and Boyd Ltd., Edinburgh, 1963. By permission of the publishers.

17/05/2018

Morning

[This question paper contains 6 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 9545

Unique Paper Code : 61011404

Name of the Paper : Business Research

Name of the Course : Bachelor of Management Studies
(BMS), 2018 (CBCS)

Semester : IV

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. All questions are compulsory.
3. Use of Simple Calculator is allowed.

1. FunTimes Ltd. is a company dealing in kids toys. It was once a big-time brand, but with intense competition in the segment it is finding it difficult to struggle and survive in the market. The company management is planning to diversify into kids wear segment. They wish to know

customer response to the new line and how much their brand name will help in launching the kids wear line for which they want to appoint you as a researcher. Prepare a Research Proposal clearly stating all the stages of the research process to address the above issues. (15)

2. (a) Distinguish between Probability and Non-Probability Sampling. (7.5)

(b) Iceberg Ice creams has launched a new advertising campaign for its exotic flavors of ice cream. Iceberg wants to test the impact of the new commercials on its sales. What research design should it adopt in the given situation? Justify your choice. (7.5)

3. In September last year, Mondelez India Foods Pvt. Ltd introduced Cadbury Fuse, a premium bar chocolate, pitting it against Mars Snickers. Cadbury Fuse is a fusion of peanuts, caramel and chocolate cream, priced at Rs. 20 for a 25-gram bar and Rs. 35 for a 45-gram bar. Mars Snickers costs around Rs. 35 for a 50- gram bar.

Fuse was Mondelez's fourth product launch last year. In August last, it introduced Cadbury Dairy Milk (CDM) Marvellous Creations and CDM Silk Miniatures in India. In April, it launched two new types of biscuits.

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EXHIBIT G-1 Areas of the Standard Normal Distribution

Second Decimal Place in z										
z	0.00	0.01	0.02	0.03	0.04	0.05	0.06	0.07	0.08	0.09
0.0	0.0000	0.0040	0.0080	0.0120	0.0160	0.0199	0.0239	0.0279	0.0319	0.0359
0.1	0.0398	0.0438	0.0478	0.0517	0.0557	0.0596	0.0636	0.0675	0.0714	0.0753
0.2	0.0793	0.0832	0.0871	0.0910	0.0948	0.0987	0.1026	0.1064	0.1103	0.1141
0.3	0.1179	0.1217	0.1255	0.1293	0.1331	0.1368	0.1406	0.1443	0.1480	0.1517
0.4	0.1554	0.1591	0.1628	0.1664	0.1700	0.1736	0.1772	0.1808	0.1844	0.1879
0.5	0.1915	0.1950	0.1985	0.2019	0.2054	0.2088	0.2123	0.2157	0.2190	0.2224
0.6	0.2257	0.2291	0.2324	0.2357	0.2389	0.2422	0.2454	0.2486	0.2517	0.2549
0.7	0.2580	0.2611	0.2642	0.2673	0.2704	0.2734	0.2764	0.2794	0.2823	0.2852
0.8	0.2881	0.2910	0.2939	0.2967	0.2995	0.3023	0.3051	0.3078	0.3106	0.3133
0.9	0.3159	0.3186	0.3212	0.3238	0.3264	0.3289	0.3315	0.3340	0.3365	0.3389
1.0	0.3413	0.3438	0.3461	0.3485	0.3508	0.3531	0.3554	0.3577	0.3599	0.3621
1.1	0.3643	0.3665	0.3686	0.3708	0.3729	0.3749	0.3770	0.3790	0.3810	0.3830
1.2	0.3849	0.3869	0.3888	0.3907	0.3925	0.3944	0.3962	0.3980	0.3997	0.4015
1.3	0.4032	0.4049	0.4066	0.4082	0.4099	0.4115	0.4131	0.4147	0.4162	0.4177
1.4	0.4192	0.4207	0.4222	0.4236	0.4251	0.4265	0.4279	0.4292	0.4306	0.4319
1.5	0.4332	0.4345	0.4357	0.4370	0.4382	0.4394	0.4406	0.4418	0.4429	0.4441
1.6	0.4452	0.4463	0.4474	0.4484	0.4495	0.4505	0.4515	0.4525	0.4535	0.4545
1.7	0.4554	0.4564	0.4573	0.4582	0.4591	0.4599	0.4608	0.4616	0.4625	0.4633
1.8	0.4641	0.4649	0.4656	0.4664	0.4671	0.4678	0.4686	0.4693	0.4699	0.4706
1.9	0.4713	0.4719	0.4726	0.4732	0.4738	0.4744	0.4750	0.4756	0.4761	0.4767
2.0	0.4772	0.4778	0.4783	0.4788	0.4793	0.4798	0.4803	0.4808	0.4812	0.4817
2.1	0.4821	0.4826	0.4830	0.4834	0.4838	0.4842	0.4846	0.4850	0.4854	0.4857
2.2	0.4861	0.4864	0.4868	0.4871	0.4875	0.4878	0.4881	0.4884	0.4887	0.4890
2.3	0.4893	0.4896	0.4898	0.4901	0.4904	0.4906	0.4909	0.4911	0.4913	0.4916
2.4	0.4918	0.4920	0.4922	0.4925	0.4927	0.4929	0.4931	0.4932	0.4934	0.4936
2.5	0.4938	0.4940	0.4941	0.4943	0.4945	0.4946	0.4948	0.4949	0.4951	0.4952
2.6	0.4953	0.4955	0.4956	0.4957	0.4959	0.4960	0.4961	0.4962	0.4963	0.4964
2.7	0.4965	0.4966	0.4967	0.4968	0.4969	0.4970	0.4971	0.4972	0.4973	0.4974
2.8	0.4974	0.4975	0.4976	0.4977	0.4977	0.4978	0.4979	0.4979	0.4980	0.4981
2.9	0.4981	0.4982	0.4982	0.4983	0.4984	0.4984	0.4985	0.4985	0.4986	0.4986
3.0	0.4987	0.4987	0.4987	0.4988	0.4988	0.4989	0.4989	0.4989	0.4990	0.4990
3.1	0.4990	0.4991	0.4991	0.4991	0.4992	0.4992	0.4992	0.4992	0.4993	0.4993
3.2	0.4993	0.4993	0.4994	0.4994	0.4994	0.4994	0.4994	0.4995	0.4995	0.4995
3.3	0.4995	0.4995	0.4995	0.4995	0.4996	0.4996	0.4996	0.4996	0.4996	0.4997
3.4	0.4997	0.4997	0.4997	0.4997	0.4997	0.4997	0.4997	0.4997	0.4997	0.4998
3.5	0.4998									
4.0	0.49997									
4.5	0.499997									
5.0	0.4999997									
6.0	0.49999999									

Cadbury's Dairy Milk is the biggest chocolate brand in the country and its Cadbury 5 Star brand already dominates the non-premium chocolate bar segment. Mondelez accounts for over 65% of the Rs. 7,500 crore chocolate market in India, according to AC Nielsen's research.

Design a questionnaire to be used in a research project to study consumer awareness, perception and satisfaction with Cadbury Fuse. (15)

4. (a) Econetics Research, a well-known Mumbai-based consulting firm, wants to test how it can influence the proportion of questionnaires returned from surveys. In the belief that the inclusion of an incentive to respond may be important, the firm sends out 1,000 questionnaires: 200 questionnaires promise to send respondents a gift voucher, 300 questionnaires state that respondents will be awarded gifts, and 500 are accompanied by no incentive. The table given below summarizes the number of questionnaires that were returned under each category :

Incentive ↓

Questionnaire	Gift Voucher	Gifts	No Incentive
Returned	80	100	120
Not returned	120	200	380

Does the data provide sufficient evidence to infer that the number of questionnaires returned by the respondents is independent of the incentive? Test at 5% level of significance. (7.5)

- (b) Many stores sell extended warranties for their products. These are very lucrative for store owners. To learn more about who buys these warranties, a random sample of a store's customers who recently purchased a product was taken.

	Male	Female
Sample Size	229	178
Number who purchased Extended Warranty	47	25

Can we conclude at 5% level of significance that an equal proportion of male and female customers bought an extended warranty? (7.5)

5. Write short notes on **any three** : (3×5=15)

- (a) Survey vs. Observation method of data collection
- (b) Projective Techniques
- (c) Extraneous variables in Experimentation
- (d) Concept and application of ANOVA