QUANTITATIVE TECHNIQUES AND RESEARCH METHODS IN BUSINESS (434C1B)
CASE STUDY

CASE STUDY-I

INFLUENCERS OF B-SCHOOL SELECTION CRITERIA: A CASE STUDY

BACKGROUND

KIMS is a premier B-School located in the central part of India offering AICTE approved 2-year Post Graduate Diploma in Management programme in varied streams. It has been consistently ranked amongst the top 50 B-Schools in the country. Although in the past many studies have been carried out to find out the factors which influence the B-School selection criteria, one of the second year student of PGDM Batch 2013-2015 Vijaya Srivastava (Vijaya) was keen to find the factors which influenced the decision of students (PGDM Batch 2014-2016) to join, in particular, KIMS for pursuing the management programme. Vijaya had chosen Business Analytics as one of her elective courses and she proposed to carry out this study as a project for the course.Vijaya started with her initial literature review to find the factors which influenced the choice of B-School. Based on the outcome of her survey, she constructed the questionnaire to carry out the study. After the questionnaire had been approved, of course with a few iterations, she hosted the same on Google Docs and communicated to the first year students to respond to the same. The initial part of the questionnaire had few questions related to the respondents profile like name, age, graduation details and work experience, status, etc. One of the questions was to identify the factors that attributed to their decision of pursuing management education. Besides these Vijaya requested them to rank their preference for B-School rankings by providing few well-known B-school survey details. The remaining part of the questionnaire focused to address

on the factors which influenced them to choose KIMS. She identified close to sixteen factors like placement record, fee, scholarship details, approvals, accreditations, etc., and asked the respondents to indicate their importance on these factors using a five point scale rating ranging from least important (1) to most important (5). Out of the batch of 360 students, 233 students had responded to the survey resulting in the response rate being close to 65%.This caselet enables an understanding of the application of descriptive and inferential statistics for data analysis. The caselet revolves around identifying the factors that influence the students to pursue management education and in particular those that encourage them to choose a particular top rated B-School. The caselet is structured on the data collected from the 233 respondents who had enrolled for a PGDM program in a premier B-School and the same was utilized to demonstrate methods and suitability of finding few descriptive statistical measures and use of statistical test to find the impact of gender on factors that influence in selection of a B-School.

Assignment Questions

I. Analyze and identify the most influential factor for pursuing management education.

II. Analyze the data and categorize the factors which highly influenced for selection of the premier B- School.

III. Does gender, as a criterion, influence the factors in selection of a B-School?

CASE STUDY -II

EVALUATING ONLINE WEB STUDIO LTD: STRATEGIC INSIGHTS FOR LAUNCHING A PREMIER ENGLISH DAILY MEDIA PLATFORM CASE STUDY

BACKGROUND

Pradip Sinha CEO of Nextgen Media Ltd. was in midst of a major decision exercise for launching 'NextGen Morning - Star' a new English daily. He was looking at the recently released IRS press note on IRS 2006 data, which stated, "Reach of mass media seems to have stagnated in the last three years. Press reach has been hovering around at 24 per cent, TV at 55 per cent, Radio at 21 per cent and Internet at 1.5 per cent at the All India level. In urban India, Press and TV have actually declined in the last three years". Comparing reach of media of IRS 2006 R 1 with that of IRS 2005 R 1, Press has grown by 5.7 per cent, TV by 7.2 per cent, C and S by13.5 per cent and Radio has increased by 5.4 per cent. FM Radio has increased by 21 per cent and Cinema by 21.5 per cent, Internet showing a modest growth of 6.8 per cent. The numbers clearly show that only Press has shown a marginal drop in reach in there cent IRS round, while all other mediums have registered healthy growth. However, if you compare the current Press reach with that of IRS 2005 R1, there is a decent growth of 5.7 per cent. Thus, press reach has increased over the period. To understand trends in mass media reach, Sinha looked at the combined reach of 'TV and Press'. It has consistently shown growth across the past three rounds. Thus, the reach of mass media is increasing. As per the data, the combined reach of TV and Press has grown by 9.5 percent since IRS 2005. "The overall reach of mass media is on the rise, as one would expect due to increasing literacy levels. The relative share of each medium may vary depending on technology and market developments. For example, sudden increase in the number of 24 hour news channels, free internet editions, level of promotions and so on. Even as IRS emphasizes that media reach has increased in the last year, a point to be noted is that mass media consumption is still

stagnating. Sinha also noted that there is a general decline or stagnancy in very large genres and vehicles. The top five programmed on STAR plus have gone down on their TVRs by 10 per cent year over year. With this data working on his mind Sinha called his VP-marketing Vinod Gupta to help him make the major impending decision to go for a new next-Generation news paper in Mumbai which will not only compete with the main stream national dailies from Mumbai but also compete with the business dailies with a exclusive supplement on money matters.Gupta opined the need to be Niche player with focus marketing to the growing middle class population with investment habits in the country. He also opined the need to go for a thorough Market Research study to help them in this major business decision.You have been retained by Mr. Gupta to help Nextgen Media to help them through a Market Research on the marketing problem.

(1)What is the marketing problem here and what should be the Hypothesis?

(2)Work out the secondary sources for this study.

(3)What will be your sample frame, sampling Unit and Sampling Technique-justify your recommendation.