

360 degree Online FDP on Research Methodology

Assignment

Date: 14/05/2020

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Q.1 Two students working in a firm as management trainees after completing their MBA from a top business school in western India. Their first assignment was a perception study of a high class hotel. As a part of study the questionnaire was designed. Some of the questions in the questionnaire were on nominal scale like gender, marital status, profession, age group and income groups. There was an ordinal scale question where the respondents were asked to rank various attributes like food quality, food variety, ambience, price and location of the restaurants. The students found that the data on these variables did not follow a normal distribution.

Suggest the type of inferential statistics to be applied in the above stated situation, and suggest the suitable test in the case where students would like to signify the difference in the perception level related to one of the attribute, food quality based on gender and also based on marital status.

Q.2 8 of light bulbs A and 14 of light bulb B were selected and their lifetime (in hours) on a continuous use is given below

Bulb A	380	420	450	416	375	395	401	412						
Bulb B	404	410	370	390	382	410	415	472	480	430	360	370	390	426

Use the Mann-Whitney test at 1 % level of significance to determine whether there is no difference in the average lifetime of the two types of bulbs.