

**Navrachana University**  
**School of Business and Law-BBA**  
**End-Semester Examination November-2017**  
**Third Year Semester-V**  
**Business Research Methods-HS-302**

Date : 24<sup>th</sup> November 2017

Marks: 40

Time: 1:00 to 3:00 PM

**Instructions:**

- Kindly attempt the questions in the order mentioned in question paper.
- All questions are compulsory

**All the Best!!**

When it comes to health matters, people are becoming more proactive than they earlier were. People from all age groups can be seen engaged in different types of exercising regimes. According to a report on global health by AC Nielsen, younger consumers are the most willing to take initiative on behalf of their well-being, and they are prepared to pay premium prices if necessary to achieve their goals. The fitness retail industry in India, stands at INR 4,579 Cr, with a CAGR of 16-18% and is expected to surpass INR 7,000 crore by the end of 2017. Gyms are flourishing in all cities in India. In addition to gyms people now days are also adopting alternate modes like power yoga, jogging, sports, aerobics etc.

You intend to conduct a research to understand the factors influencing people to get involved in fitness activities, preference of people of Vadodara towards different fitness activities, time and money they are willing to spend towards these activities and their satisfaction with the available options in the city. Previous literature indicates that few factors influencing people to get involved in fitness activities include increase in lifestyle diseases, increasing self awareness in terms of appearance, more disposable income and large youth population. The objective of the research are:

- To understand the consumer preference towards different types of fitness activities
- To analyze the relationship of demographic variables with the preference towards different type of fitness activities
- To study the satisfaction of the consumers with the existing fitness centres in the city

*Answer the following questions, in the context of the above scenario:*

- Q.1 Based on the objective of the research, list down the independent and dependent variables and their respective constructs. (5)
- Q.2 Prepare the research design for the above research. Comment briefly on all the six components of research design. (5)
- Q.3 Design a questionnaire for the above survey. The questionnaire should consist of 10 questions including three questions on demographic variables. The questions should be designed taking into consideration different scales of measurement. (10)
- Q.4 Identify the scale of measurement for each question in your questionnaire. (5)
- Q.5 What will be appropriate sampling technique for your research and why? (5)
- Q.6 Write any five hypothesis towards the fulfillment of your objective. For each hypothesis, identify the appropriate statistical techniques/test that can be applied in order to prove or disprove it and also mention the question/s which you will consider for applying the test in each case. (10)

-----End of Question Paper-----