



Institute of Management
JK Lakshmipat University
Jaipur
FINAL EXAMINATION

(OPEN BOOK, OPEN NOTE)

Date of Exam: May 12, 2016

Pre-PhD Examination 2016
MM: 40 Marks

Course: Research Methodology
Time: 24 Hours

General Instructions:

1. Your Hand Writing should be legible.
2. **Do not exceed the "Time Limit".**

I have read and understood the examination rules, and I take the full responsibility of the consequences of violating these rules.

(Signature) _____

Question (Q): You are allowed to Open Notes (Do Not Exceed Time Limit)

The Situation: Chennai is the home of many glocal (global + local) automakers like Hyundai, Ford, BMW, Nissan, TVS, Renault-Nissan and Ashok Leyland and many auto component manufacturers. Almost 25 percent of \$38 billion annual production of auto components in India comes from Chennai and its surrounding automotive belt.

The 2015 Chennai floods (November - December) forced the automaker and auto component manufacturers to shut their production plants and created huge logistics and supply chain problem. The unprecedented Chennai flood resulted loss of more than 500 lives and estimated loss of US\$ 3-5 billion in production and distribution of auto components.

Conversely, the disaster has opened opportunities for many new businesses. The Government of India (GOI) and Government of Tamil Nadu (GOT) decided to rebuild Chennai as new Smart (disaster resistant) Auto Hub of India.

Dr. Raghupati Singhania, Chairman and MD of JK Tyre is a prudent business man. He wants to explore and exploit the emerging opportunity. However, he is not sure, which promises or proposition of GOI or GOT has higher business potential and which opportunity is right for JK Tyre (JKT)?

Mr. Vijay Despandey, Senior Vice President of JKT, realized that answer of this requires an in-depth market research. He approached to Dr. Majumdar, Director, IM, JKLU to get the research done through his research students to find the answers of the 3 key questions as detailed below:

1. What are the emerging new business opportunities in the proposed Smart Auto Hub of India?
2. What opportunities or business propositions are best suited for JKT?
3. Should JKT at all go for such venture? If yes, Why?; If not, Why not?

Dr. Majumdar decided that the best way to go for it: is to ask these same 3 questions to his PhD students, whom he has taught "Research Methodology" in last three Modules. Dr. Majumdar is confident that his PhD students will certainly be able to prepare the roadmap for conducting the research (Research Method) to find answers of these 3 puzzling questions within 24 hours.

I look forward for your answer papers. Please fill-free and prepare the research plan and submit the same by 24 hours.

Please do not collaborate and share your idea with your fellow class mate.

I have zero tolerance for academic dishonesty.

****Thanks and Good Luck****