

PGDM (IB) (19-21)
Business Research Methods
IB-302

Trimester – III, End-Term Examination: June 2020

Time allowed: 1hrs 30 min

Max Marks: 30

Case Study- Netmeds.com business expansion plan

Netmeds.com is India's one of the biggest online Pharmacy store. It was founded in the year 2015. On 25 March 2019, Netmeds.com announced that it would be acquiring health-tech startup KiVi Health in a cash and stock deal and said that it would invest close to \$10 million to integrate and grow KIVI Healthcare Business Segment. KiVi Health is a practice/clinic management platform which allows doctors to generate digital prescriptions. The app also provides an appointment booking module and patient engagement tool along with billing/ invoicing solutions. The platform provides doctor-patient collaboration tools for a fully digitized clinic, said a press note. It uses AI, automation and visual aids to create a patient-centric digital healthcare management information system. According to the note, KiVi Health manages over 2 million patient records and provides services to more than 2,000 doctors through its website and mobile app. It was founded in 2015 by Indian School of Business Alumni, Bhanu Mahajan and Raja deep Singh. Speaking on the acquisition, Founder and CEO of Netmeds.com, Pradeep Dadha said, "We continue to develop a well-rounded healthcare eco-system around Netmeds.com The acquisition of KiVi Health is a shining example of an innovative, technology powered, next-generation health care application that caters to the needs of a modern-day doctor. With this acquisition, Netmeds.com adds to the portfolio of technology driven solutions as it transforms the brand into a complete healthcare product and service company." Pleasing the consumers has become more difficult today because the consumer has less time and more expectation. Netmeds.com targets to capture more market share in the health care industry. They are constantly using marketing research to solve the problems of today and to build brands that will continue to be leaders tomorrow.

Questions:

(CILO 1)

(Marks 10)

Ques 1. In this time of COVID-19, Netmeds.com is ahead of many of its competitors but there is always a room for improvement. Sketch a Management problem (hypothetical)

and formulate a suitable research design which will help the company in getting more market share. (Answer in 200-300 words)

(CILO 2)

Ques 2. From the previous data Netmeds.com wants to find if the qualification (Intermediate, undergraduate and post graduate) decide the amount of money customer spend in a month. SPSS output for 1 way Analysis of Variance is given below.

Test of Homogeneity of Variances

Amount spent (in Rs)

Levene Statistic	df1	df2	Sig.
59.733	2	471	.000

ANOVA

Amount spent (in Rs)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.944E10	2	4.472E10	434.481	.000
Within Groups	4.848E10	471	1.029E8		
Total	1.379E11	473			

Robust Tests of Equality of Means

Amount spent (in Rs)

	Statistica	df1	df2	Sig.
Welch	162.200	2	117.312	.000
Brown-Forsythe	306.810	2	93.906	.000

a. Asymptotically F distributed.

- i. Formulate hypotheses for ANOVA and infer conclusions. (Marks 5)
- ii. Formulate hypothesis for testing homogeneity of variances and infer conclusions. (Marks 5)

(CILO 3)

(Marks 10)

Ques 3. Explain briefly internal validity and external validity in experimentation? How can a researcher control the threats to internal and external validity in an experiment?