

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-II-EXAMINATION- SUMMER-2024

Subject Code: 1529501**Date: 06/06/2024****Subject Name: Research Methodology****Time: 10:30 AM TO 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.	Questions	Marks
Q.1	Explain the following terms with examples: (a) Alternative Hypothesis (b) Management Dilemma (c) Convergent Validity (d) Randomized Solomon Four-Group Design of Experiment (e) Quota Sampling (f) Paired Comparison Scale (g) Secondary Data	14
Q.2	(a) Discuss the steps in Business Research Process.	07
	(b) What do you understand by qualitative research? Distinguish between quantitative and qualitative research using examples.	07
	OR	
	(b) Discuss observation as a technique of qualitative research with a suitable example. Highlight the advantages and disadvantages of using observation in business research.	07
Q.3	(a) Define questionnaire. Discuss the aspects to be taken care of while designing a questionnaire.	07
	(b) Explain experimentation with and without control using an appropriate illustration.	07
	OR	
Q.3	(a) Discuss personal survey as a method of primary data collection. What are the benefits and issues in using personal survey in business research?	07
	(b) Explain the four primary scales of measurement used in research. Use examples to highlight your answer.	07
Q.4	(a) Discuss editing and coding as necessary steps in data preparation for analysing the data collected during research.	07
	(b) Explain the format of research report preparation highlighting the table of contents.	07
	OR	
Q.4	(a) Write a note on 'Research Proposal Synopsis'.	07
	(b) How will you incorporate your review of literature during the writing of research report? Explain the same using the concepts of citation and bibliography.	07

Q.5

CASE STUDY:

Read the case carefully and answer the following questions.

Sandip Bansal, a former Microsoft employee started a prescription eyewear business in India, by the name Specskart.com in 2010. Specskart was a completely online B2C venture. Guided by early investors, Sandip also forayed into selling wristwatches, bags and jewellery online. However, by 2014, the business withdrew from all other product categories and focused only on the eyewear segment.

During the same year, Specskart, which was started as a pure online player in the eyewear segment, opened its first brick and mortar store. Ever since, it went on to establish more and more retail stores for selling eyewear. As of March 2023, Specskart had about 1,500 retail stores across India. They also established a manufacturing facility in New Delhi that can roll out 3 lakh glasses per month. It plans to develop an automated factory in Rajasthan to produce approximately 5 crore spectacles annually. During the growth period, Specskart also focused on funding, acquisitions and marketing decisions.

A business that was started as online turned into an omnichannel distribution player; along with becoming a manufacturer. A thorough business research was conducted by Specskart before taking this decision.

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| (a) | In the light of above information, discuss the problem identification and review of literature that must have been conducted for Specskart's research. | 07 |
| (b) | Discuss whether qualitative or quantitative research best suits the research problem and also state reasons for your answer. | 07 |

OR

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| Q.5 | (a) Design a questionnaire for customers that Specskart would use to judge their preferences, attitudes and future plans before going offline. | 07 |
| | (b) Design a simple experiment for Specskart in order to take a decision about whether they should start offline stores or not. | 07 |
