

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

Subject Code: 1529606

Date: 13/06/2024

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.1** **14**
- (a) Causal Research
 - (b) Level of significance
 - (c) Validity and Reliability of Instrument
 - (d) Pie Chart
 - (e) Likert Rating Scale
 - (f) Applied research
 - (g) Depth Interview
- Q.2** (a) What do you mean by Research Methodology? Discuss various steps of the Research process **07**
- (b) What do you mean by Review of Literature? Discuss the role of review of Literature in research. **07**
- OR**
- (b) Explain criteria of good research **07**
- Q.3** (a) What is Research Design? Explain various types of Research Design. **07**
- (b) Describe the role of Qualitative and Quantitative in research with the help of examples? **07**
- OR**
- Q.3** (a) What do you mean by Hypothesis? Discuss the types of hypotheses in detail. **07**
- (b) What is questionnaire? Define questionnaire design process in detail. **07**
- Q.4** (a) Prepare a research plan to study the Consumer Preference for newly launched scanning application made in India with reference to major cities of Gujarat. **07**
- (b) Justify relative comparison of exploratory research, descriptive research, and conclusive research. **07**
- OR**
- Q.4** (a) Define In Depth Interview research in detail. Also explain focus group research method with example **07**
- (b) Explain Data Coding and Data Editing with proper examples. **07**

Q.5

Case Study:

VC Fast foods are the one of the leading restaurants chains in Ahmedabad and now they are interested in diversify their business. The owner has decided to venture into garment manufacturing. The owner (Mr. A) gave this idea to his son (Mr. B), who liked it very much. Mr. B had already done a course in fashion designing and wanted to do something different for the consumers of this industry. An idea struck him that he should design garments for people who are very bulky but want a lean back look after wearing readymade garments. The first thing that came to his mind was to have an estimate of people who wore large sized shirts (40 size and above) and large sized trousers (38 size and above).

A meeting was called between various experts from the garment industry and a number of fashion designers to discuss on how they should proceed. A common concern for many of them was to know the size of such a market. Another issue that was bothering them was how to approach the respondents. It was believed that asking people about the size of their shirt or trouser may put them off and there may not be any worthwhile response. A suggestion that came up was that they should employ some observers at entrances of various malls and their job would be look at people who walked into the malls and see whether the concerned person was wearing a big sized shirt of trouser. This would be a better way of approaching the respondents. This procedure would help them to estimate in a very simple way the proportion of people who wore big sized garments.

- | | | |
|-----|---|-----------|
| (a) | Name the sampling design that is being used in the study. | 07 |
| (b) | What are the limitations of the design so chosen? | 07 |

OR

- | | | | |
|------------|-----|---|-----------|
| Q.5 | (a) | Can you suggest a better design? | 07 |
| | (b) | What method of data collection is being employed? | 07 |
