

Seat No. /Enrollment No._____

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

Subject Code: 4529206

Date: 07/06/2024

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.		Marks
Q.1	Explain following terms in brief	14
	A) Ex post facto research	
	B) Confounded relationship	
	C) Systematic and stratified sampling	
	D) Dichotomous question	
	E) Null and Alternative Hypothesis	
	F) Level of Significance	
	G) Experimental Design	
Q.2	(A) Define research. And describe the different steps involved in a research process.	07
	(B) What is the significance of Review of Literature in research? List the points to be kept in mind while carrying out literature reviews.	07
	OR	
	(B) Discuss various research design. Write a detail note on Qualitative research design.	07
Q.3	(A) what do you mean by sampling? Discuss in brief probability and non-probability methods of sampling.	07
	(B) What are the different methods of data collection? Which one is most suitable for checking effectiveness of RTE (Right to education) program in Gujarat	07
	OR	
Q.3	(A) Write a detail note on descriptive research and causal research.	07
	(B) “It is never safe to take published statistics at their face value without knowing their meaning and limitation”. Elucidate this statement by enumerating and explaining the various points which you would consider before using any published data with its merits and demerits.	07

- Q.4 (A)** “Describe the meaning and objectives of measurement in business research. Explain the four types of measurement scales with examples.” **07**
- (B)** Data processing is an intermediary stage of work between data collection and data analysis. Explain the statement by enumerating the various operations involved in it. **07**

OR

- Q.4 (A)** What do you mean by Data Analysis? What considerations are taken into account while analyzing data? **07**
- (B)** Explain the purpose of research report? What are various stages of report writing and explain criteria for good research report. **07**

Q.5 KEEP YOUR CITY CLEAN: ENVIRONMENTAL CONCERNS

Over the last decade, recycling of household waste has become an extremely important behavior across the nations. However, in Asian countries this fluctuates from one country to the other. China is the leader amongst waste management while India, an equally large country, still has a long way to go. Though these are essentially policy driven or community driven initiatives, there are a number of attitudinal and motivational barriers to recycling, acting at an individual level.

Punita Nagarajan, a business studies graduate with a keen interest in environmental issues, read about this in a special report in the newspaper. She recognized a potential business opportunity. It seemed obvious to her that there was scope for a potentially lucrative business related to some aspect of household recycling. All she had to do was work out some way of alleviating the inconvenience people associated with recycling.

Punita decided that a door-to-door recycling service may be a profitable way to get people to recycle. She believed that households would be willing to pay a small fee to have their waste collected on a weekly basis, from outside their home. Punita discussed this idea with a few friends, who were very receptive, reinforcing Punita’s views that this was indeed a good business opportunity. However, before she developed a detailed business plan, she decided it was necessary to confirm her thoughts and suspicions regarding the consumer’s views about recycling. In particular, she needed to check that her ideas, about convenience and recycling, were on the right track. To do this, she decided to conduct some research into attitudes towards household recycling.

- (A)** Prepare detail research proposal. **07**
- (B)** What is the kind of research design you would advocate here? **07**
- OR**
- (A)** Can you suggest any alternative design? Why/why not? **07**
- (B)** Identify your variables and the population under study **07**
