

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - II EXAMINATION - SUMMER 2025

Subject Code: 1529501

Date: 30-05-2025

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.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) Null Hypothesis	
(b) Management Question	
(c) Construct Validity	
(d) Field Experiment	
(e) Convenience Sampling	
(f) Interval Scale	
(g) Secondary Data	
Q.2 (a) Discuss the steps in business research.	07
(b) Differentiate between qualitative and quantitative research using examples.	07
OR	
(b) What is observation in primary data collection? Discuss advantages and disadvantages of using observation for primary data collection.	07
Q.3 (a) What is a questionnaire? What elements should be taken care of while preparing a questionnaire?	07
(b) Explain experimentation with and without control using an appropriate example.	07
OR	
(a) Discuss personal survey as a method of primary data collection in business research. What are its pros and cons?	07
(b) Discuss the various Itemized rating scales used in measurement. Draft a questionnaire to use these itemized rating scales in the questionnaire.	07
Q.4 (a) Discuss tabulation as an action of data processing.	07
(b) Explain the format of research report according to the table of contents sequence. You can use a research of your choice as an example to explain the format and create the table.	07

OR

- (a)** What do you understand by 'Research Proposal Synopsis'? Explain with a draft proposal. **07**
- (b)** How will you incorporate your secondary data study in the research report? Explain using examples of citation and bibliography. **07**

Q.5

Mr. Patel is an entrepreneur. He started his new venture of fast food named “Shreeji fast food” in Surat. Its products are Khaman, Dhokala, khichu, sandwiches and all favourite gujarati instant food item, After getting success in Surat, he started chain of fast food in other cities of Gujarat. He succeeds there also. Then he thought of expansion of business in other states of India. He started the same immediately with full confidence of success, in Mumbai as well as Chennai. But his expectation got crashed. He got failure in both the cities. He thought of finding the reason and do research for this problem. So he appointed a research analyst. If you were in the place of that research analyst, what will be your action? State your answer as per below questions.

- (a)** As an analyst for research purpose, what will be the objectives of this study? **07**
- (b)** Prepare a questionnaire for customers in other states to find reasons for their negative opinions for Mr. Patel's business. **07**

OR

- (a)** Analyse the strategies or situations that could have led to tremendous success of Mr. Patel's fast food business in Gujarat State. **07**
- (b)** Besides questionnaire, what other methods of data collection can be used by the analyst for this study? **07**
