

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER - II EXAMINATION - SUMMER 2025

Subject Code: 1529606

Date: 12-06-2025

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) Qualitative research	
(b) Causal Research	
(c) Projective Techniques	
(d) Depth Interview	
(e) Validity in Research	
(f) Data Cleaning	
(g) Research Report	
Q.2 (a) Elaborate research steps, its types and characteristics of good research.	07
(b) Discuss in detail the steps of business research process.	07
OR	
(b) Define In Depth Interview research in detail along with focus group research method with an example	07
Q.3 (a) Explain any three non-random sampling methods in detail with example.	07
(b) What is sampling design? Explain any three methods of non-probability sampling.	07
OR	
(a) Write short note on Probabilistic and non-probability sampling.	07
(b) Briefly explain the four types of scales.	07
Q.4 (a) Elaborate on the seven steps of field work process	07
(b) What is coding? Discuss the principles of coding.	07
OR	
(a) Elaborate on the steps for preparing good research report	07
(b) What are the guidelines to be kept in mind while giving oral presentation?	07
Q.5 Mr. Peter D'Souza has a chain of restaurants in many cities of western India and was interested in diversifying his business. His only son, Ronald, decided to venture into garment manufacturing. Ronald 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 ladies who are on the heavier side but want a lean look after	

wearing readymade garments. The first thing that came to his mind was to have an estimate of ladies who wore large sized dresses (40 size and above).

An experts meeting was called containing brilliant people 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 dress may put them off and there may not be any worthwhile response.

- (a) What method of data collection would you suggest and Why? **07**
- (b) Design a small questionnaire for research **07**

OR

- (a) Formulate research problem and at least 4 objectives. **07**
- (b) If the company decides to identify the responses from focus group survey, explain the method, advantages and limitations of the same. **07**
