

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

Subject Code: 4529206

Date: 18/01/2025

Subject Name: Research Methodology

Time: 02:30 PM TO 05:30 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 Short Questions

(14)

- (a) What is basic research?
- (b) Secondary data.
- (c) What is reliability?
- (d) Snowball sampling.
- (e) Discuss Validity
- (f) What is Questionnaire
- (g) Pilot testing

Q.2(a) What is research? What are the types of business research?

(7)

Q.2(b) What is hypothesis? Discuss different types of hypotheses with examples.

(7)

OR

Q.2(b) What is business research process. Explain the process.

(7)

Q.3(a) Describe the role of Qualitative and Quantitative research with the help of examples?

(7)

Q.3(b) What is review of literature? You have been given an assignment to write a research paper, how important it is to do the literature review before writing the paper. Also differentiate between Bibliography and reference.

(7)

OR

Q.3(a) Justify relative comparison of exploratory research, descriptive research, and conclusive research.

(7)

Q.3(b) What is projective technique? Differentiate between focus group and Depth interview and also state when to use which projective technique?

(7)

Q.4(a) Which are different sources of data available for an individual? Explain them in detail also discuss examples of each of them.

(7)

Q.4(b) . What is Sampling design? Differentiate between probabilistic and non-probabilistic sampling methods. (7)

OR

Q.4 (a) What is causal research? Differentiate between lab v/s field experiment. (7)

Q.4 (b)What do you understand by the terms research? Difference between exploratory research and conclusive research? (7)

OR

Q.5 Mr. Ramesh Mehta has a chain of restaurants in many cities of northern India and was interested in diversifying his business. His only son, Kishor never wanted to be in the hospitality line. To settle Kishor into a line which would interest him. Mr. Mehta decided to venture into garment manufacturing. He gave this idea to his son who liked it very much. Kishor 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 look after wearing readymade garments. The first thing that came to his mind was to have an estimate of people who wore large shirts (40 size and above) and large sized trousers (38 size and above).

A meeting was called of experts from the garments 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 to look at people who walked into the malls and see whether the concerned person was wearing a big sized shirt or 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.

Q.5 (a) Which are different sampling design available. Mention the design which is being used in this study? 07

Q.5 (b) Which are the limitations of the design so chosen. 07

OR

Q.5 (a) Can you suggest a better design? 07

Q.5 (b) What method of data collection is being employed? 07
