Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY

BBA - SEMESTER - V EXAMINATION - WINTER 2025

Subject Code: 1550101 **Date: 11-11-2025**

Subject Name: Research Methodology

Time: 10:30 AM to 1:00 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 Attempt Any 7 **14**

(a) Differentiate between Basic and Applied Research

(b) Write a short note on the four levels of measurement.

(c) Explain the concept of Validity and Reliability in measurement.

(d) What is a Literature Review? Mention two purposes of conducting it.

(e) Differentiate between Probability and Non-Probability Sampling

(f) What is a Hypothesis? State any two characteristics.

(g) What is a Type-I and Type-II error?

(h) State any four Ethical Principles to be followed in research.

Q.2 Multiple Choice Questions (All Compulsory) **14**

(1) Business research is mainly conducted to:
a) Entertain customers
b) Understand business phenomena and support decision-making
c) Increase product price
d) Reduce workload

(2) The first step in the decision-making process is:
a) Diagnose the problem
b) Select the best alternative
c) Define the problem
d) Monitor and evaluate

(3) Research design refers to:
a) The sample size of a research
b) The detailed blueprint for conducting research
c) The conclusion of a research
d) A tool for data analysis

(4) Reliability refers to:
a) Measuring what is intended to be measured
b) Consistency of a measuring instrument
c) Using many questions to measure sensitivity
d) None of the above

(5) Observing customer behavior inside a retail store" is an example of:
a) Interview method
b) Experiment method
c) Observation method
d) Survey method

(6) Which is an ethical requirement during data collection?
a) Misleading respondents to get answers
b) Manipulating data to suit findings
c) Ensuring confidentiality of respondents
d) Hiding research purpose

(7) Which method of literature review uses statistical techniques to summarize results from multiple studies?
a) Narrative Review
b) Systematic Review
c) Scoping Review
d) Meta-analysis

(8) A theoretical review focuses on:
a) Numerical experiments only
b) Theories, models, and conceptual frameworks
c) Collecting primary data
d) Recent newspaper articles

(9) Selecting every 10th customer entering a store is an example of:
a) Simple random sampling
b) Stratified sampling
c) Systematic sampling
d) Snowball sampling

(10) Snowball sampling is most suitable for:
a) Homogeneous populations
b) Hard-to-reach populations
c) Large-scale census
d) Random selection of students

(11) A hypothesis must be:
a) Vague and general
b) Non-testable
c) Testable and measurable
d) Based only on secondary data

(12) A directional hypothesis:
a) Does not state the direction of relationship
b) States the direction of relationship
c) Cannot be tested
d) Is the same as a null hypothesis

(13) Fabrication in research refers to:
a) Using others' words without credit
b) Manipulating existing data
c) Making up data or results
d) Publishing in open access journals

(14) The role of the Institutional Review Board (IRB) is to:
a) Fund the research project
b) Approve ethical standards and participant safety
c) Publish research papers
d) Analyse statistical data

Q.3 **(a)** A retail chain experiences a 20% decline in footfall over 6 months. Apply the Business Research Process to investigate the problem and propose solutions. **07**

(b) What is Research Design? Describe the three major types of research design – Exploratory, Descriptive, and Causal – with their key features. **07**

OR

(a) Discuss the criteria for a good measurement scale. Explain the concepts of Validity, Reliability, and Sensitivity in detail. **07**

(b) A startup plans to launch an organic skincare brand for men. Recommend an appropriate Research Design (exploratory, descriptive, or causal) and justify your choice with steps. **07**

Q.4 **(a)** Define Data Collection. Explain the key differences between Primary and Secondary data along with their advantages and limitations. **07**

(b) A university wants to study satisfaction levels of students across 5 faculties. Suggest an appropriate sampling method and explain how you will administer sampling. **07**

OR

(a) Differentiate between Probability and Non-Probability sampling methods. Explain any four techniques in detail. **07**

(b) You are tasked with studying consumer perceptions of electric two-wheelers in India. Suggest a suitable data collection method and justify your approach. **07**

Q.5 **(a)** What is a Hypothesis? Explain the characteristics and importance of a good hypothesis in business research. **07**

(b) A company conducts an employee satisfaction survey and plans to share individual feedback with managers for performance evaluation. Identify the ethical issues involved and suggest corrective ethical measures. **07**

OR

(a) Define Research Ethics. Discuss the importance of ethical behaviour in research and the consequences of unethical practices **07**

(b) Convert the following statements into suitable H_0 and H_1 and state whether they are directional or non-directional: **07**
a) Training improves employee performance.
b) Private school students perform better than government school students.

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