

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

Subject Code: 4529206

Date: 22/01/2026

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** **Describe the following terms** **14**
1. Business research
 2. Research Design
 3. Hypothesis
 4. Secondary data
 5. Systematic sampling
 6. Survey
 7. Extraneous Variable
- Q.2** (a) Why research is needed to run a business successfully? Justify your answer with suitable example. **07**
- (b) Anjali Jewellers is a small jeweler from Surat with limited resources. He is into the business of designing and selling traditional jewellery. He believes that having an exquisite and mystically arranged display on the place on wheels will suitably boost the sale. He also feels that foreigners rather than Indians would be influenced more. It is the month of September 2017 and by end of the year he wants to decide whether to go in for the display or not. Identify your variables, hypotheses and test units. What is your research design? **07**
- OR**
- (b) You are a manager in charge of a marketing research project. Your goal is to determine what effects different levels of advertising have on consumption behavior. Based on the result of the project, you will recommend the amount of money to be budgeted for advertising different products next year. Your supervisor will require strong justification for your recommendations, so your research design has to be as sound as possible. However, your research project to address this problem. Focus on the kind of research designs you would use, why you would use them and how you would conduct the research. **07**
- Q.3** (a) How stratified sampling differs from cluster sampling? Elaborate with suitable examples **07**
- (b) What are projective techniques? What are the different types of techniques available to a researcher? Explain with suitable examples **07**
- OR**
- Q.3** (a) Classify the experimental design and explain any two in brief. **07**
- (b) Explain likert scale and semantic differential scale. Give example of each scale and how these scales are applied in current research scenario **07**

- Q.4** (a) Distinguish the qualitative and quantitative research 07
(b) What is report writing? Discuss the layout of a research report covering all relevant points 07

OR

- Q.4** (a) Distinguish between the technical and business report 07
(b) Processing of data involves editing, coding, classifying and tabulating. Explain each of these steps by taking an appropriate research example 07

Q.5 Case Study- Senior Living Destination

Nilesh Taheliyani belonged to the third generation of Taheliyani builders, a company started by Nilesh's grandfather Lala Harbans Lal Taheliyani, in 1952. Nilesh Taheliyani, has been called by his grandfather and told him about his dream project of "Senior Living Destination". The idea was to set up retirement solutions or housing for senior citizens who had the resources and who could manage an independent lifestyle. Nilesh has decided to make a success of the challenging opportunity and to have a strategy that was focused and thus watertight enough to minimize the rise of failure. For this purpose, he felt that need gap analysis was needed. He knew that in the information world that he lived in, the market data on the segment as well as the industry of old-age housing solutions would not be a problem.

Taheliyani builders had the brand image of delivering to those who felt with the heart rather than those who thought with the mind. Thus, he felt that to feel with the heart, he needed to conduct a comprehensive study on the Indian senior. The study would assess his physical, emotional and aesthetic needs: what a home or housing solution meant for him/her; if the need was of comfort or stylish luxury-companionship or hassle-free living; the kind of utility and medical support the person was looking for. What was the long-term purpose of the investment? Was it an asset that he wanted to leave for his loved ones? Or if he was philanthropic enough to leave it to others like him who may need a home but did not have the means to do so or simply leave it to charity.

Nilesh also felt that the retirement housing would find more takers amongst the urban consumers. However, he felt that there might be a difference in how an old couple looked at the offering as compared to a widowed senior. Nilesh Taheliyani picked up the phone to call Shija Ram, his classmate at Universal School of Business, who ran a highly successful research agency in Delhi.

- (a) Based on the Nilesh's decision dilemma problem, identify the research question and its variables. 07
(b) How would you design a questionnaire to measure the perception of senior citizens about retirement life and such kind of living destination? 07

OR

- (a) Differentiate the management decision problem and management research problem in this case. Do all decision problems require research? 07
(b) How secondary data will facilitate in this case? What kind of secondary data will be helpful in this research? 07
