

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA SEMESTER-2- EXAMINATION – SUMMER 2020****Subject Code: 4529206****Date:10/11/2020****Subject Name: Research Methodology (RM)****Time: 10:30 AM TO 1.30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

	Marks
Q.1 Define the following with practical examples.	14
a) Longitudinal study	
b) Secondary data	
c) convergent validity	
d) Q-sort scale	
e) Close ended questions	
f) Strata	
g) Dichotomous Questions	
Q.2 (a) Differentiate between Stratified random sampling and cluster sampling in detail with examples.	07
(b) Explain projective technique in detail with example.	07
OR	
(b) Explain the criteria for good measurement with different steps in detail with example.	07
Q.3 (a) Describe Split-ballot Technique & Double-Barrelled Questions technique with suitable example in detail.	07
(b) Explain any three non random sampling methods in detail with example.	07
OR	
Q.3 (a) What is research? What are the types of it? Also explain characteristics of good research.	07
(b) What is questionnaire? Define questionnaire design process in detail.	07
Q.4 (a) Define In Depth Interview research in detail. Also explain focus group research method with example.	07
(b) What is hypothesis? Explain different types of hypothesis.	07
OR	
Q.4 (a) Justify relative comparison of exploratory research, descriptive research, and conclusive research.	07
(b) Explain cross sectional studies with its advantages & disadvantages.	07
Q.5 <u>CASE STUDY</u>	

Mr. Basu is an entrepreneur. He started his new venture of fast food named “Shreeji fast food” in Ahmedabad. Its products are Khaman, Dhokala, khichu, sandwiches and all favourite gujarati instant food item, After getting success in Ahmedabad, 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) Prepare three questions of each by using Dichotomous questions, Multiple choice questions. **07**

(b) Prepare two questions of each by using Likert scale and staple scale method **07**

OR

(a) Prepare brief business report of failure in both regions. **07**

(b) As a research analyst, Suggest new business or changes in existing business for both regions individually with suitable example. **07**
