

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER-II EXAMINATION – WINTER 2020****Subject Code:4529206****Date:10/02/2021****Subject Name:Research Methodology****Time:10:30 AM TO 12.30 PM****Total Marks: 47****Instructions:**

1. Attempt any **THREE** questions from Q1 to Q6.
2. **Q7 is compulsory.**
3. **Make suitable assumptions wherever necessary.**
4. **Figures to the right indicate full marks.**

Q. No.		Marks
Q.1	<p>(a) Explain the following in short</p> <p style="margin-left: 40px;">(a) Pilot testing</p> <p style="margin-left: 40px;">(b) Likert Scale</p> <p style="margin-left: 40px;">(c) Nominal data</p> <p>(b) Explain the following in short</p> <p style="margin-left: 40px;">(a) Control Group</p> <p style="margin-left: 40px;">(b) Applied research</p> <p style="margin-left: 40px;">(c) Pie chart</p>	06 06
Q.2	<p>(a) Compare and contrast Qualitative Research with Quantitative Research.</p> <p>(b) “In a competitive market, launching a product is a big challenge” In the light of the above explain research process in detail for a research to identify the need of the customers for New Mobile phone.</p>	06 06
Q.3	<p>(a) Explain in details various types of researches with example.</p> <p>(b) A study towards the issues focused during general election has been conducted by a research agency in India. It is found that the Indian voters consider incentives for entrepreneurship, help in farming, education, health and sanitation and employment as major issues. The survey was sponsored by one of the largest Indian political Party, Indian Janta Party (IJP). You are required to prepare a research report for the above research.</p>	06 06
Q.4	<p>(a) What is sampling design? Explain any three methods of non-probability sampling.</p> <p>(b) You are working as freelance research for small scale organised local food and beverages players like European or Krishnaji Wafers in Gujarat. Krishnaji Wafers wants to launch packed drinking water in Gujarat. You</p>	06 06

are appointed to study the feasibility of the same. Prepare research proposal to conduct the research.

- Q.5** (a) What is experiments? Explain any 3 experiment designs. **06**
- (b) What is observation method? Explain different types of observations in research. **06**

- Q.6** (a) A motorbike manufacturer, Eicher Motors, found decline in sales during the month of April in North. Prepare management research question hierarchy for Eicher Motors for the above issue. **06**

- (b) Explain different types of Hypothesis in details. **06**

Q.7 *Feasibility of the “Music Festival”*

A music festival is a community event oriented towards live performances of singing and instrument playing that is often presented with a theme such as musical genre (e.g., blues, folk, jazz, classical music), nationality, or locality of musicians, or holiday.

They are commonly held outdoors, with tents or roofed temporary stages for the performers. Often music festivals host other attractions such as food and merchandise vending, dance, crafts, performance art, and social or cultural activities. At music festivals associated with charitable causes, there may be information about social or political issues. Many festivals are annual, or repeat at some other interval. Some, including many rock festivals, are held only once.

Some festivals are organized as for-profit concerts and others are benefits for a specific charitable cause. Another type of music festival is the educative type, organized annually in local communities, regionally, or nationally, for the benefit of amateur musicians of all ages and grades of achievement.

One such music festival that connects the music community across the world is Tomorrowland. Tomorrowland is an electronic dance music (EDM) festival held in Boom, Belgium. Tomorrowland was first held in 2005 and has since become one of the world's largest and most notable music festivals. It now stretches over 2 weekends and usually sells out in minutes. The 2018 edition of Tomorrowland saw an attendance of 400,000 people for the second year running across the two weekends. The best DJs and musicians across the world perform in this festival.

It has got several acclamations such as DJ Award for the Best International Dance Music Festival in 2012, International Dance Music Award for Best Global Festival, DJ Magazine voted Tomorrowland 2015 the World's Best Festival and the 2016 edition of the International Dance Music Awards awarded the Tomorrowland 2015 the Best Global Festival for the fifth consecutive year. The festival was also visited by King Philippe and Queen consort Matilda in Tomorrowland 2016.

Similar to this, Sunburn is a commercial EDM (electronic dance music) Festival held in India. It was previously in Vagator, Goa, India every year, but now has been shifted to Pune in Maharashtra. It is Asia's largest music festival. The festival is an amalgamation of Music, Entertainment, Food and Shopping, and was ranked by CNN in 2009 as one of the Top 10 Festivals in world. The Festival was incepted by Serial Entrepreneur Shailendra Singh, while Jt MD of Percept. Under his captaincy, the festival grew to be ranked the 3rd largest dance festival in the world, after Tomorrowland and Ultra as per the IMS APAC Business Report 2014. The festival also experimented with the format with one-two day/s event in smaller cities like Chandigarh, Mumbai and has received an overwhelming response. To identify the feasibility, Government of Gujarat, have appointed a group of research.

- (a) Design a questionnaire to identify the feasibility of such event for the places like Daman and Diu (Use at least three different types of measurement scales in questionnaire). **5.5**
- (b) Identify the followings for organising music event at some place of Gujarat. **5.5**
- Population, Sampling Frame, Sample size, Sample, and Sampling method

OR

- Q.7** (a) If the research group decides to identify the responses from focus group survey, explain the method, advantages and limitations of the same. **5.5**
- (b) Explain the sample selection process with steps for identifying the feasibility of such event for the places like Daman and Diu. **5.5**
