

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

## GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER- II EXAMINATION – WINTER 2019

Subject Code: 4529206

Date: 27-12-2019

Subject Name: Research Methodology

Time: 2.30 PM to 5.30 PM

Total Marks: 70

Instructions:

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

Q. 1 Answer the following questions with suitable examples. 14

- a. Causal Research
- b. Continuous Rating Scale
- c. Non Response bias
- d. Snowball sampling
- e. Hypothesis Method
- f. Control Variable
- g. Cronbach's Alpha

Q. 2 (a) Distinguish between deductive and inductive reasoning method of research. 07

b) Discuss the various types of single item measurement scales with suitable example. 07

OR

b) Briefly discuss the three measurement scale evaluation criteria? 07

Q 3 (a) what are the different methods in conducting an exploratory research? 07

(b) Differentiate between Probability and non-probability sampling techniques. Explain the types of probability sampling. 07

OR

Q 3 (a) What are the reasons for sampling also describe various steps of sampling design process? 07

(b) Discuss various types of non-metric data analysis methods? 07

Q. 4 (a) Explain the various stage of field work process. 07

(b) What are the various types of experimental designs available for a researcher to conduct research? 07

OR

Q. 4 (a) Explain the common threats to the external validity of the experiment .Also describe how a researcher can control extraneous variables? 07

(b) Explain various sources of Secondary Data. 07

Q 5. The administrators of Parents's Pride, one of the city's largest chain of pre-nursery schools are concerned with the attitude parents have towards the various aspects of the school and whether they would recommend the

school to their friends and colleagues. They have authorized the undertaking of a marketing researcher study to gather this information, and have directed that it cover the following areas- all the functions with which the parents and the child come into contact (such as admission, school infrastructure, teachers, teachers' attitude, meal, fee structure, Parent teacher interaction, hygeinic condition and so on).

- a) What is the management dilemma and Management question? **07**
- b) Prepare a research proposal for this study. **07**

**OR**

- a) Design a questionnaire that can be used for this study **07**
- b) Prepare a code book for the questionnaire by mentioning variable name, coding instructions and symbols used for variables. **07**

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