

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER -II– EXAMINATION – WINTER 2021**

**Subject Code: 4529206****Date: 17-02-2022****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.

- Q.1** Explain the meaning of the following terms **14**
- (a) Write a note on empirical Research
  - (b) Define Business Research
  - (c) What is experimental design?
  - (d) Define sampling
  - (e) Write a note on validity and Reliability of instrument.
  - (f) List out the sources of Primary and Secondary Data.
  - (g) Write a note on Research Report.
- Q.2** (a) Discuss the steps involved in the Research process. **07**
- (b) Describe the role of Qualitative and Quantitative in research with the help of examples? **07**
- OR**
- (b) What do you mean by hypothesis? Explain the types of hypothesis with example. **07**
- Q.3** (a) What do you mean by review of literature? Discuss the role of review of literature in research. **07**
- (b) Explain the different types of Research design. **07**
- OR**
- Q.3** (a) Define questionnaire. GTU is conducting a survey regarding the Students' behavior towards exam procedure of GTU. Prepare & develop a questionnaire which meets the mentioned criteria. **07**
- (b) What do you mean by Qualitative Research? Explain the meaning of Focus Group and Projective Techniques. **07**
- Q.4** (a) Write short note on Probabilistic and nonprobabilistic sampling. **07**
- (b) Define the various steps involved in drafting a research report. **07**
- OR**
- Q.4** (a) What are different types of research reports? Discuss the format of good research report. **07**
- (b) Enumerate and explain about ethics in Research and ethical behavior of research. **07**
- Q.5** **CASE STUDY**
- Durai joined in organization for a fortnight and he had conversation

with him raj.

Durai was hired as company counselor, felt that he was fed up with him team of non-porforma.

Three had been two major merger and the responsibilities had increased somewhat. When Durai went to meet Shankar Jha, the bright star who had joined six months back, he has reported absent and seemed to be suffering from tension and angina pain.

The band III executive, was also being with company for 5-15 Years and yet had not been able to make to band II position. They were laid back, extremely, critical and yet surprisingly not moving.

Raj also making some structural changes suggested by Vasthu expert to nullify de evil spirits.

The company had a great infrastructure, attractive compensation packages and yet the place reeked of apathy. It was like a stagnant pool of best talent. Was it possible to undertake operation clean up?

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| (a) Formulate research problem and objective.    | 07 |
| (b) Can you suggest a theoretical frame work?    | 07 |
| <b>OR</b>  |    |
| (a) Develop a working hypothesis for this study. | 07 |
| (b) Develop the Research Proposal for the study. | 07 |

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