

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

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

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER – II - EXAMINATION – SUMMER 2022**

**Subject Code: 4529206**

**Date: 29/07/2022**

**Subject Name: Research Methodology**

**Time: 10:30 AM TO 01:30 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 Define the following terms: 14**
1. Applied Research
  2. Null Hypothesis
  3. Pilot test
  4. Validity and Reliability
  5. Secondary data
  6. Focus Group
  7. Review of Literature
- Q.2(A) Discuss various steps of business research process. 07**
- Q.2(B) What is experiment? Explain any three types of experimental design? 07**
- OR**
- Q.2(B) When is observation as method of data collection used in research? Explain in detail the strengths and limitation of observation method of data collection. 07**
- Q.3(A) Distinguish between qualitative and quantitative research. 07**
- Q.3(B) Design a questionnaire to know consumer's perception towards Amul Biscuits. 07**
- OR**
- Q.3(A) What are the characteristic of good research? Explain with an example. 07**
- Q.3(B) Develop the research proposal for the measurement of consumer buying behaviour for a smartphone brand (like Apple, Samsung, and OPPO etc.). 07**
- Q.4(A) Define projective techniques. Explain four types of the projective techniques with examples. 07**
- Q.4(B) The company's food service would like to determine how many employees eat in the Staff cafeteria? Suggest the survey method that could be used to obtain this information and why? 07**
- OR**
- Q.4(A) Differentiate Probabilistic and non-probabilistic sampling. 07**
- Q.4(B) "Processing of data implies Editing, Coding, Classification and Tabulation". Describe in brief these four operations pointing out the significance of each in context of research study. 07**

**Q.5 Case Study:**

Based on an analysis of the last six months' sales, your boss notices that membership of Gymnasium (Gym) is decreasing. As the membership decline, so do the profits. Looking to the situation your boss has asked you to conduct research to understand perception and attitude of customers' for joining a gym.

**Q.5(A)** Identify the Management Problem, Research Problem and Research Objectives **07**

**Q.5(B)** Write the research questions including various variables you want to study. **07**

**OR**

**Q.5(A)** Which research design would you select for conducting this research? Justify your selection. **07**

**Q.5(B)** Develop an attitude scale questionnaire for measuring consumers' attitude for joining a gym. **07**

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