

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

**Subject Code: 4529206****Date: 14/12/2022****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 (a)** Explain Business Research Process with diagram. **07**

**Q.1 (b)** A market research firm wanted to discover the job satisfaction level among nurses in various hospitals. Devise an appropriate research instrument in form of questionnaire which must include questions of all data levels nominal, ordinal, interval and ratio to obtain relevant insights in this area. **07**

**Q.2 (a)** Discuss various non-probability sampling techniques. **07**

**Q.2 (b)** You are the HR manager with XYZ company (India). XYZ has recently taken over a major unit in Delhi. You are sent on a posting there and are given the task of introducing a new operations management scheme which your parent organization feels will improve efficiency. But you perceive during your stay that there is a dissatisfaction among employees and it is essential to gauge their views and opinions about the takeover and their expectations before introducing scheme. What is recommended research design? Explain chosen research design and Justify your selection. **07**

**OR**

**(b)** An organisation wants to conduct a research to understand the perception of people towards organic fruits and vegetables. Prepare the research design with research objectives. **07**

**Q.3 (a)** What is observation? Being a good researcher, how will you observe to measure buying behavior of consumers for shopping of dairy products at super market. Narrate your answer with good qualities of observer and type of observation technique. **07**

**Q.3 (b)** Explain Projective Techniques each with example and advantages and disadvantages. **07**

**OR**

**Q.3 (a)** Explain steps involved in focus group discussion. Also demonstrate merits and demerits of focus group discussions. **07**

**Q.3 (b)** A research company wants to conduct a research regarding impact of junk food on health. Because of excessive use of junk food it impacts on mental illness, physical illness, Obesity, diabetes, depression etc. Answer the following: **07**

- i. Suggest title for the study
- ii. Identify variables of study
- iii. Identify minimum two objectives of the study
- iv. Develop two descriptive and two relational hypotheses. (Write Null and alternate hypotheses both).

**Q.4 (a)** Describe characteristics of good research. **07**

**Q.4 (b)** Explain the coding system of types of questions with example of each question type. **07**

**OR**

**Q.4 (a)** Describe different types of rating and ranking scales with appropriate examples. **07**

**Q.5** ABC Manufacturing Company had produced a herbal tooth powder five years back and was marketing the same in rural Uttarakhand. The company is about 20 years old and is producing various toiletry products in Uttarakhand. It had a name in the rural markets of Uttarakhand. The herbal powder was launched only five years back and had shown a compound annual growth rate of 22 per cent. The CEO of the company, Mr Gajendra Singh, was thinking of introducing the herbal tooth powder in the urban areas of Uttarakhand. Mr Singh got a preliminary research done with regard to the tooth powder market. The results of this research indicated that generally, people in urban areas preferred toothpaste instead of tooth powder. This was more so in case of young people below the age of 20 years. Mr Singh had a meeting with senior officials of the company and decided to get a research study conducted from a marketing research company with the following objectives:

- To estimate the proportion of population that used tooth powder.
- To understand the demographic and psychographic profile of people who used tooth powder.
- To understand the reasons for not using tooth powder.
- To get an understanding of the social media habits of both the users and non-users of tooth powder.

The research team in the marketing research company defined the users of tooth powder as those who had bought tooth powder in the last six months. In order to select the users of tooth powder they conducted a preliminary study. A sample of 600 respondents was taken from four major cities of Uttarakhand named Dehradun, Haridwar, Nainital and Rishikesh. The results of the study indicated that out of the 600 respondents selected randomly, 25 per cent were below the age of 20. Out of the remaining 450 respondents, 20 per cent refused to participate in the study. Out of the remaining sample 55 per cent did not use tooth powder, 35 per cent bought it only once in a year or two and only 10 per cent of the respondents bought it at least once in six months. The cost of sampling 600 respondents was `50,000/-. The company wanted to select 200 users from both Dehradun and Haridwar, whereas 100 respondents were to be selected from Nainital and Rishikesh each. A total budget of 4,00,000/- was allocated for the research, out of which `2,00,000/- was for the purpose of field work. One of the members of the research team indicated that the total budget for the field work would not be sufficient to get the desired number of users of tooth powder. He suggested that chemist shops and 'General Kirana Stores' could be contacted for identifying the users.

**(a)** Identify and explain the sampling design that is being used in the study. Describe limits of the design chosen. **07**

**(b)** Suggest what method of data collection should be used? Also suggest alternate method. **07**

**OR**

**(a)** Analyze and interpret the sample frame and results of responses. **07**

**(b)** Would it be advisable to contact general kirana stores and chemist shops for selecting the users? **07**

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