

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA– SEMESTER -II - EXAMINATION- SUMMER-2023**

**Subject Code: 4529206****Date: 12/07/2023****Subject Name: Research Methodology****Time: 10:30 AM TO 1:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make Suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

<b>Q.1</b>	<b>Definitions / short questions (Explain with examples)</b>	<b>14</b>
	(a) Census study	
	(b) Review of Literature	
	(c) Pilot Study	
	(d) Synopsis	
	(e) Proposition	
	(f) Management question	
	(g) Constant sum scale	
<b>Q.2</b>	(a) Define Research. Explain various types of Business research.	<b>07</b>
	(b) Define Variable. Exemplify various types of variables.	<b>07</b>
	<b>OR</b>	
	(b) What is literature review and how it is useful in business research process?	<b>07</b>
<b>Q.3</b>	(a) Distinguish between qualitative and quantitative research	<b>07</b>
	(b) What are projective techniques? Categorise various types of projective techniques used in RM.	<b>07</b>
	<b>OR</b>	
<b>Q.3</b>	(a) What is sampling? Categorise different types of sampling design.	<b>07</b>
	(b) Draft appropriate questionnaire for survey for a company which wants to conduct a survey for launching new Ice cream brand in market.	<b>07</b>
<b>Q.4</b>	(a) What do you mean by measurement? Explain in detail various levels of measurement.	<b>07</b>
	(b) Write a short note on focus group and depth interview	<b>07</b>
	<b>OR</b>	
<b>Q.4</b>	(a) Depict your knowledge about effective data preparation.	<b>07</b>
	(b) What are the characteristics of good Research report?	<b>07</b>

Q.5

CASE STUDY:

Ms. Dhanasvi is an entrepreneur. She started her new venture of fast food named “Shree fast food” in Nadiad. Its products are Khaman, Dhokala, khichu, sandwiches and all favourite gujarati instant food items. After getting success in Nadiad, she started chain of fast food in other cities of Gujarat. She succeeds there also. Then she thought of expansion of business in other states of India. She started the same immediately with full confidence of success, in Mumbai as well as Chennai. But her expectation got crashed. She got failure in both the cities. She thought of finding the reason and do research for this problem. So she appointed a research analyst. If you were in the place of that research analyst, what will be your action? State your answer as per below questions

- (a) Prepare Research Proposal for above research question. 07
- (b) Prepare two questions of each by using Likert scale and staple scale method 07

OR

- (a) Prepare Research report of Shree fast food’s failure in both regions 07
- (b) As a research analyst, Suggest new business or changes in existing business for both regions individually with suitable example. 07

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