Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (PART TIME) SEMESTER III – EXAMINATION – WINTER 2019

Subject Code: 4539903   **Date: 26/12/2019**
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. No.			Marks
Q.1		Describe following terms with example:	**14**
		(a) Sample	
		(b) Population	
		(c) Hypothesis	
		(d) Validity	
		(e) Reliability	
		(f) Research Report	
		(g) Data Editing	
Q.2	**(a)**	Define Business Research. Describe the types of research.	**07**
	(b)	Define Probability and Non-probability sampling. Explain Non-probability sampling techniques in detail.	**07**

OR

	(b)	Describe Qualitative Research in detail.	**07**
Q.3	**(a)**	Outline the characteristics of Good Research.	**07**
	(b)	Distinguish Qualitative and Quantitative Research in detail.	**07**

OR

Q.3	**(a)**	Classify and Explain the types of Hypotheses in detail with examples.	**07**
	(b)	Explain the Rating scales in detail.	**07**

Q.4		**CASE STUDY:**
		A music festival is a community event oriented towards live performances of singing and instrument playing that is often presented

with a theme such as musical genre (e.g., blues, folk, jazz, classical music), nationality, or locality of musicians, or holiday.

They are commonly held outdoors, with tents or roofed temporary stages for the performers. Often music festivals host other attractions such as food and merchandise vending, dance, crafts, performance art, and social or cultural activities. At music festivals associated with charitable causes, there may be information about social or political issues. Many festivals are annual, or repeat at some other interval. Some, including many rock festivals, are held only once.

One such music festival that connects the music community across the world is Tomorrowland. Tomorrowland is an electronic dance music (EDM) festival held in Boom, Belgium. Tomorrowland was first held in 2005 and has since become one of the world's largest and most notable music festivals. It now stretches over 2 weekends and usually sells out in minutes. The 2018 edition of Tomorrowland saw an attendance of 400,000 people for the second year running across the two weekends. The best DJs and musicians across the world perform in this festival.

Similar to this, Sunburn is a commercial EDM (electronic dance music) Festival held in India. It was previously in Vagator, Goa, India every year, but now has been shifted to Pune in Maharashtra. It is Asia's largest music festival. The festival is an amalgamation of Music, Entertainment, Food and Shopping, and was ranked by CNN in 2009 as one of the Top 10 Festivals in world. The festival also experimented with the format with one-two day/s event in smaller cities like Chandigarh, Mumbai and has received an overwhelming response. To identify the feasibility, Government of Gujarat, have appointed a group of researchers.

(a) Design a questionnaire to identify the feasibility of such event for the places like Daman and Diu (Use at least three different types of measurement scales in questionnaire). **07**

(b) Identify Population, Sampling Frame, Sample size, Sample, and Sampling method for organising music event at some place of Gujarat. **07**

Q.4 **(a)** If the research group decides to identify the responses from focus group survey, explain the method, advantages and limitations of the same. **07**

(b) Explain the sample selection process with steps for identifying the feasibility of such event for the places like Daman and Diu. **07**

Q.5 **CASE STUDY:**

Patanjali – An Ayurveda product chain has expanded its business crossing the boundaries of Indian subcontinent. Yoga Gura – Baba Ramdev believes in health as a best property a man can have and should have. With this mission, Patanjali spread their wings beyond traditional Ayurvedic Medicines to Healthy cooking oil or Wheat noodles. To support the mission of Patanjali to establish wide network of Stores, they need funding. However, Patanjali made it clear to their domestic and international investor to offer them with debt and not through equity investment. To establish a new store in the City of Ahmedabad, Patanjali wants to conduct a research.

(a) Design "Research Problem and Research Question(s)" for Patanjali **07**

(b) Design "Research Questionnaire" for Patanjali. **07**

OR

Q.5 **(a)** Explain Suitable survey method of collecting data. **07**

(b) Develop Research Report for Patanjali. **07**

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