

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA – SEMESTER 1 – EXAMINATION – WINTER 2018****Subject Code: 2810006****Date: 31/12/2018****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 Choose the correct option. **6****(a)**

1. A researcher intends to explore the effect of possible factors for the organization of effective mid-day meal interventions. Which research method will be most appropriate for this study?

- | | |
|------------------------|------------------------------|
| A. Historical method | B. Descriptive survey method |
| C. Experimental method | D. Ex-post-facto method |

Which of the following is an initial mandatory requirement for pursuing research?

2.

A. Developing a research design	B. Formulating a research question
C. Deciding about the data analysis procedure	D. Formulating a research hypothesis

Research aims for finding “answers” to “questions” it implies

3.

A. a framework of philosophies	B. using valid and reliable methods and techniques
C. an unbiased design	D. all the above

An airline company wants to survey its customers one day, so they randomly select 5 flights that day and survey every passenger on those flights. which method of sampling does it select?

4.

A. Cluster sampling	B. Simple random sampling
C. Stratified sampling	D. Systematic random sampling

Research gap can be identified using...

5.

A. Executive summary	B. Research proposal
C. Data collection	D. Literature Review Summary

Which of the following is not an essential element of report writing?

6.

A. Research Methodology	B. References
C. Conclusion	D. None of these.

Q.1 (b) Define & Explain Following: **04**

Concept & Construct
Moderating variable
Pilot test
Sampling Frame

Q.1 (c) Can Observation study be useful in Business Research? Explain. **04****Q.2 (a)** Explain the characteristics of a good research. **07**

- (b) You want to study Management Education Scenario in India. Outline a research proposal for the research to be undertaken. 07
- OR**
- (b) Define data preparation, editing and coding. Prepare a data table for a class of 60 students of MBA III semester based on the following information: Sex (male, female), graduation degree (BBA, B. Com, B.E., B.C.A., Any other degree), major functional area of specialization (Marketing, Finance, Human Resource and Information Systems) opted for in the second year of MBA programme. Assume the data and interpret the result. 07
- Q.3** (a) Write a note on Sampling. 07
- (b) You are the administrative assistant for a division chief in a large holding company that owns several hotels & theme parks. You & the division chief has just come from the CEO's office, where you were informed that the guest complaints related to housekeeping & employee attitude are increasing. Your onsite managers have mentioned some tension among the workers but have not considered it unusual. The CEO & your division chief instructs you to investigate. Suggest at least three research designs that might be appropriate in this situation. Which among these best suits the purpose? 07
- OR**
- Q.3** (a) What is hypothesis? Describe the types of hypothesis? 07
- (b) XYZ café in your town is experiencing reducing number of customers day by day. Owner of this café wants to find out possible reasons for the same. Develop the management –research question hierarchy for this situation. 07
- Q.4** (a) Write a note on "Projective techniques". 07
- (b) Assume you are a manufacturer of small kitchen electrics. You want to determine if some innovative designs with unusual shapes & colors developed for the US market could be successfully marketed in the Indian market. Which qualitative research would you recommend & Why? 07
- OR**
- Q.4** (a) What is focus group? Describe the characteristics and advantages of the focus group. 07
- (b) Develop a Likert scale for measuring the attitude of students towards the Movie(s) as a source of general information. 07
- Q.5** An Indian e-commerce payment system and digital wallet company wants to study the satisfaction level of its customers. The company appoints you as researcher for this project. Prepare a questionnaire for conducting this survey. Also suggest the Statistical tools which you are going to use for analysis. 14
- OR**
- Q.5** You did a research on "Effect of Technology on Enthusiasm for Learning Science". The effect of technology on students' enthusiasm both at school and away from school was investigated. Now you are required to write a research report on the same. 14
