

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (PART TIME)– SEMESTER 2– EXAMINATION – WINTER 2018**Subject Code: 3529905****Date:28/12/2018****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. No.	Short terms	Marks
Q.1	(a) Type- I Error (b) Nominal Data (c) Simple Random sampling (d) Rejection Region (e) Snowball Sampling (f) Census Study (g) Data Coding	14
Q.2	(a) Explain the steps of Business research.	07
	(b) What are the characteristics of good research?	07
	OR	
	(b) Explain the differences between Qualitative & Quantitative Research.	07
Q.3	(a) What is Sampling? Explain the Sampling Process.	07
	(b) Explain in detail steps of hypothesis testing?	07
	OR	
Q.3	(a) Determine the sample size using given data. Population Standard Deviation = 36 Error(E) = 5 Confidence Level = 95% Use z value = ± 1.96	07
	(b) Kaushik Rana has decided to start a finishing school especially for rural girls in Gujarat. He is in need of few suggestions. Kindly advice him on: 1. What would be the ideal location for his setup? 2. What would be economical, political, social, cultural challenges for his new start up? 3. What databases would come in useful here? 4. What would be various method he should use for collecting database?	07
Q.4	A garment manufacturer that has the fourth-largest market share plans to experiment with a 50\$ off discount coupon during November and a buy one, get one free coupon during December for Christmas festival. The experiment will take place at Target stores in St. Louis and Kansas City. Sales will be recorded by scanners from which mean tissue sales for each store for each month can be computed and	

Page 1 of 2

		interpreted. You are requested to suggest the top management the research guidelines for conducting research	
	(a)	What are the independent variable and the dependent variable?	07
	(b)	What kind of research design researcher has used?	07
		OR	
Q.4	(a)	What type of data should be collected by top management for success of this experiment before introducing this discount coupons?	07
	(b)	What type of secondary data will be needed for them?	07
Q.5		Over the last decade, recycling of household waste has become an extremely important behaviour across the nations. However in Asian countries this fluctuates from one country to the other. China is the leader amongst waste management while India, an equally large country, still has a long way to go. Ms. Nidhi Shah, a business studies graduate with a keen interest in environmental issues, read about this in a special report in the newspaper. She recognized a potential business opportunity. It seemed obvious to her that there was scope for a potentially lucrative business related to some aspect of household recycling. All she had to do was work out some way to alleviating the inconvenience people associated with recycling. Ms. Nidhi Shah decided that a door – to – door recycling service may be a profitable way to get people to recycle. She believed that households would be willing to pay a small fee to have their waste collected on a weekly basis, from outside their home. She discussed this idea with a few friends, who were very receptive, reinforcing Nidhi's views that this was indeed a good business opportunity. However, before she developed a detailed business plan, she decided it was necessary to	
	(a)	What kind of research design you will suggest in this study to choose? And why?	07
	(b)	Write objectives of this research.	07
		OR	
Q.5	(a)	What type of data collection methods you will choose?	07
	(b)	Describe various Dependent and Independent variables from this study.	07
