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**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER 1– • EXAMINATION – WINTER 2016**

**Subject Code:2810006**

**Date: 06/01/2017**

**Subject Name: Research Methodology**

**Time: 10.30 a.m. to 01.30 p.m.**

**Total Marks: 70**

**Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

**Q. No.** Multiple Questions

06

**Q.1 (a)** 1. Which of the following is TRUE?

- |   |  |  |
|---|--|--|
| 1.  | A. Marketing research is a science.  | B. The first step in choosing a research supplier is to ask for references |
| C. Marketing research should be carried out whenever there is the potential for learning something new about the problem. | D. If decision makers do not know what they want to achieve, a research study can help them make the decision. |  |

- |   |   |  |
|---|---|--|
| 2.  | 2. A causal research design is typically concerned with |  |
| A. the frequency with which something occurs. | B. the discovery of ideas and insights.                 |  |
| C. how two variables vary together.           | D. the determination of cause and effect relationships. |  |

Projective techniques are used less frequently than unstructured direct method (focus groups and depth interviews). A possible exception may be \_\_\_\_\_, which is used commonly to test brand names and occasionally to measure attitudes about particular products, brands, packages, or advertisements.

- |                        |   |                     |
|------------------------|---|---------------------|
| 3.                     | A. story completion                       | B. word association |
| C. sentence completion | D. Zaltman Metaphor Elicitation Technique |                     |

Long questionnaires can usually be handled best

- |                           |                                  |                           |
|---------------------------|----------------------------------|---------------------------|
| 4.                        | A. by telephone interview        | B. by mail questionnaire. |
| C. by personal interview. | D. by a focused group interview. |                           |

The major kind of evidence regarding causality that can be supplied through a descriptive research design is

- |                           |  |   |
|---------------------------|--|---|
| 5.                        | A. Elimination of other possible causal factors. | B. Time order of occurrence of variables. |
| C. Concomitant variation. | D. a and c.                                      |   |

The type of study design that affords the researcher the most control is

- |                       |                            |                          |
|-----------------------|----------------------------|--------------------------|
| 6.                    | A. A descriptive design    | B. An exploratory design |
| C. A field experiment | D. A laboratory experiment |                          |

**Q.1 (b)** 1. Stem & Leaf display

04

2. Histogram
3. Inclusive and Exclusive class interval
4. Basic and applied research

**Q.1 (c)** Discuss One tail test and two tail test

04

- Q.2 (a) Define business research. What are the various steps of research process design 07  
(b) What are the various types of Research designs? Explain each one in detail. 07

**OR**

- (b) What is experiment? Why experiment is important in research? Explain various methods involved in true-experiment design. 07

- Q.3 (a) Differentiate between the two general classes of significance tests Which statistical technique will be appropriate when the testing involves two samples, the samples are independent and the data are interval? Why? 07  
(b) What is hypothesis? What are the steps involved in testing of hypothesis? 07

**OR**

- Q.3 (a) What is sample? What is Sampling? What are the random and non random sampling methods? 07  
(b) What are types of data collection? Explain Internal and external data sources for secondary data collection method. 07

- Q.4 (a) What are the differences between Qualitative and Quantitative research? 07  
(b) What are the steps of research reports. Discuss each one in detail. 07

**OR**

- Q.4 (a) What is projective technique? What are the advantages and disadvantages of it? 07  
(b) What are the various types of observations? Explain each one in detail. 07

- Q.5 The management of outlook finds that despite the changes in the publication's frequency. Outlook magazine is still focusing still competition from the rival India today. Thus, they wanted to conduct a comparative survey for the two magazine and assess whether they had a distinct positing. Who was the reader of the magazine outlook? How did he rate magazine and so on? 14

Questions:

1. What are the research objectives and information needed for the study?
2. What type of research design it is?
3. Formulate hypothesis for this study.
4. Prepare Questionnaire for the above issue to be given to targeted customers?

**OR**

- Q.5 You are being appointed as a research analyst of two international coffee joints, Café Coffee Day and Barista. Prepare a comparative Likert scale to measure the perception of customer about their price, taste & preferences, flavor options, advertisements and others variables. 14

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