

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER 01– • EXAMINATION – WINTER 2015****Subject Code: 2810006****Date: 01/01/2016****Subject Name: RESEARCH METHODOLOGY (RM)****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 (a) Answer the following questions

6

1. Research, as defined by the author, is everything except \_\_\_\_\_.
  - a. systematic
  - b. politically biased
  - c. objective
  - d. used to assist management in decision making
2. \_\_\_\_\_ is an unstructured, exploratory research methodology based on small samples intended to provide insight and understanding of the problem setting.
  - a. Primary research
  - b. Qualitative research
  - c. Secondary research
  - d. Quantitative research
3. Which of the following statements is not true about exploratory research?
  - a. It is flexible.
  - b. It is a pre-planned and structured design.
  - c. It is versatile.
  - d. It is often the front end of total research design.
4. \_\_\_\_\_ are databases composed of citations to articles in journals, magazines, newspapers, marketing research studies, technical reports, government documents, and the like.
  - a. Offline databases
  - b. Bibliographic databases
  - c. Online databases
  - d. Internet databases
5. Whenever a new marketing research problem is being addressed, \_\_\_\_\_ research must be preceded by appropriate \_\_\_\_\_ research.
  - a. Qualitative; quantitative
  - b. Observational; experimental
  - c. Quantitative; qualitative
  - d. Experimental; observational

6. Which statement is correct about measurement?
- The assignment of numbers to characteristics must be isomorphic.
  - The rules for assigning numbers should be standardized and applied uniformly.
  - Assigned numbers must not change over objects or time.
  - All of the above statements are true.
- Q. 1 (b) Give definitions of following terms. 4
- Research
  - Research Problem
  - Hypothesis
  - Population & Sample
- Q. 1 (c) List out various Univariate and Multivariate data analysis method 4
- Q. 2 (a) Explain general procedure for hypothesis testing 7
- (b) Explain various criteria for good research 7
- OR**
- (b) Explain various criteria researcher should consider while writing Research Report. 7
- Q. 3 (a) Explain various projective techniques with example 7
- You are Marketing & Research Head of XYZ company which deals with confectionary items. Company wants to launch new chocolates in various cities of Gujarat. As Marketing & Research head, which six ways of descriptive research you used to define market, explain with proper example. 7
- OR**
- (a) Explain various cross sectional design with proper examples. 7
- (b) One of the leading newspapers wants to identify the social - cultural and behavioural parameter of people of Tribal region of Gujarat. Which secondary data sources they can use and also describes criteria for evaluating secondary data. 7
- Q. 4 (a) Explain various non comparative scales with examples 7
- (b) Researchers want to compare two stimulus objects. Guide him which type of scaling techniques, researcher can used to compare & evaluate the objects. Explain all the techniques in detail with example. 7
- OR**
- (a) What is reliability and validity? How they are used in evaluating of tool 7

- (b) Define questionnaire. GTU is conducting a survey regarding the students' behaviour towards exam procedure of GTU. Prepare & develop a questionnaire which meets the mentioned criteria. 7

Q. 5 Read the following case and answer accordingly 14

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.

Punita Nagarajan, 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.

Punita 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. Punita discussed this idea with a few friends, who were very receptive, reinforcing Punita's views that this was indeed a good business opportunity. However, before she developed a detailed business plan, she decided it was necessary to confirm her thoughts and suspicions regarding the consumers' views about recycling. In particular, she needed to check that her ideas, about convenience and recycling, were on right track. To do this, she decided to conduct some research into attitudes towards household recycling.

Questions:

1. What kind of research design you would advocate here?
2. Identify your variables and population under study.
3. Can you suggest any alternative design? Why/Why not?

**OR**

Q. 5 Read the following case and answer accordingly 14

Mr Mohan Mehata has a chain of restaurants in many cities of northern India and was interested in diversifying his business. His only son, Kamal, never wanted to be in the hospitality line. To settle Kamal into a line, which would interest him? Mr. Mehta decided to venture into garment manufacturing. He gave this idea to his son, who liked it very much. Kamal had already done a course in fashion designing and wanted to do something different for the consumers of this industry. An idea struck him that he should design garments for people who are very bulky but want a lean back look after wearing readymade garments. The first thing that came to his mind was to have an estimate of people who wore large sized shirts (40 size and above) and large sized trousers (38 size and above).

A meeting was called of experts from the garment industry and a number of fashion designers to discuss on how they should proceed. A common concern for many of them was to know the size of such a market. Another issue that was bothering them was how to approach the

respondents. It was believed that asking people about the size of their shirt or trouser may put them off and there may not be any worthwhile response. A suggestion that came up was that they should employ some observers at entrances of various malls and their job would be look at people who walked into the malls and see whether the concerned person was wearing a big sized shirt or trouser. This would be a better way of approaching the respondents. This procedure would help them to estimate in a very simple way the proportion of people who wore big sized garments.

Questions:

1. Name the sampling design that is being used in the study.
2. What are the limitations of the design so chosen?
3. Can you suggest a better design?
4. What method of data collection is being employed?

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