

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA (PART TIME) – SEMESTER – 2 • EXAMINATION – SUMMER - 2018****Subject Code: 2810006****Date: 28/05/2018****Subject Name: RESEARCH METHODOLOGY****Time: 10:30 to 01:30****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

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1. Key sources of information available to marketing managers include.....
(a) Customer information (b) Market intelligence
© Market research (d) All of the above
2. Which one of the following is a source of PRIMARY data ?
(a) Ibisworld (b) The ABS (Australian Bureau of Statistics)
© Surveys or questionnaires (d) online journal databases
3. One of the greatest problems in obtaining and accessing information that is relevant to a marketing manager is :
(a) The intelligence of the manager
(b) The number of people that seeking the information
(c) A cataloging system for the information
(d) The cost and time of obtaining the information
4. -----is (are) the systematic collection and analysis of publicly available information about competitors and development s in the marketing environment.
(a) Marketing research
(b) Marketing intelligence
(c) Competitor analysis
(d) Internal company records
5. The type of research used to describe things such as the market potential for a product is called :
(a) Causal research

- (b) Investigative research
- (c) Descriptive research
- (d) Exploratory research

6is information collected for the specific purpose at hand

- (a) External information
- (b) Experimental information
- (c) Secondary data
- (d) Primary data

Q 1 (B) Explain following questions 4

1. Explain ethics in business research
2. What are the various kinds of hypothesis
3. What are various Forms of Questions
4. What do you mean by quantitative research?

Q 1 (C) Explain various sources of Secondary Data? 4

Q 2 (A) Discuss the nature and scope of business research in the field of management? 7

(B) What are the four levels of measurements? Explain each one with suitable example. 7

OR

(B) What do you understand by extraneous variables? Discuss some of the extraneous variables that affect the Validity of experiment. 7

Q 3 (A) Prepare a research proposal to students preference and satisfaction for semester system in school and colleges. 7

(B) Define projective techniques. Explain four types of the projective techniques with examples.

OR

Q 3 (A) Explain univariate, bivariate and multivariate analysis with examples. 7

(B) Explain likert scale and Semantic Differential scale. Also give example of each scale. 7

- 4 (A) Explain type –I and type –II error in hypothesis. 7
(B) Prepare a research proposal to study the consumer preference and satisfaction for TATA Nano in the state of Gujarat. 7

OR

4. (A) In which situation observation method of data collection is applicable? Explain using example and also write its advantage and disadvantages. 7
(B) Define null hypothesis. State six steps of hypothesis testing Procedure. 7

Q 5. Read the following case and answer accordingly. 14

By Centralizing information and making it more widely available IBM's ERP(Enterprise Resource Planning) System has the potential to make companies much more competitive and responsive. Here is what IBM says about ERP.

ERP solutions are effective at streamlining business process that cut across the functional area of your business. ERP brings together fragmented operations, often replacing a multiplicity of legacy systems. By sharing common information across in integrated set of application modules, ERP can speed up transactions for instance, ERP can consolidate financial records, allowing you to close the books faster and more accurately.

ERP can help you better manage your inventory, driving dramatic cost savings. ERP can map customer orders to your production plans, helping to improve the cycle time to respond to customer demand. And ERP can help eliminate process duplication, wait times and information errors, yielding productivity improvements for your professionals. In addition, the regimen of an ERP implementation force you to look at how you run your business – your process, practice and procedures. ERP implementations are a great opportunity to institutionalize a number of changes many of which you may have been considering for some time.

While ERP is very good at driving improvements, its focus is inward, within your own enterprise.

However, if your company's top challenges involve relationships with your customers or trading partnerships with your suppliers, you may want to consider other solutions – either implemented individually or together with an ERP solution. Also given the time it

take to fully deploy an ERP solution, you may want to consider a phased approach that include these additional areas. This will ensure that the solution you implement meets your needs your needs for the coming years, not just your immediate problem.

IBM offers industry expertise to know what it takes to differentiate your business .Plus, offers solution expertise spanning ERP, e-commerce ,supply chain, customer relationship management ,business intelligence ,and more ,to help you decide the combination that's best for your business.

Question

1 Different companies use different terminology for global information systems and decision support systems.

2. Explain how IBM's ERP system parallels the book's definition and explanation of global information system and decision support systems.

OR

Q. 5 Read the following case and answer accordingly.

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David Feld, founder of Today's Man, a \$ 204 million retailer based in Moorestown, New Jersey ,guessed that many men equated buying clothes with going to the dentist, but he didn't know why . Feld paid for focus groups to uncover the truth .But he never met a focus group he trusted.

Finally ,Feld's advertising agency recommended he talk to a company of professional hypnotists based in New York. Feld was skeptical ,but he was desperate and curious enough to commission a study focused on why men feel uncomfortable in clothing stores. "The results really shook us up," Feld reports .The comments the men made under hypnosis had the ring of authenticity he had been searching for.

Hypnotized men revealed that they often hated the way their clothes fit but didn't know how to complain.

"One guy told us that the last time he bought a suit, it didn't fit right –but he didn't say anything. Feld says" He then told the hypnotist how insecure and dopey he felt when he wore that suit. Further, some of the groggy men admitted to a sense of powerlessness - they felt ganged up on by both their wives and pushy sales-people ." We had never gotten that answer before". Feld says.

Question:1. Evaluate the research methods used by Today's Man.

2. Would you recommend any additional research?