

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 1 – EXAMINATION – SUMMER 2019

Subject Code: 2810006

Date: 21/05/2019

Subject Name: Research Methodology

Time: 02:30 PM To 5:30 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** 1. Which of the following is not a "Graphic representation"? **06**
- a. Pie chart
 - b. Bar Chart
 - c. Table
 - d. Histogram
2. A common test in research demands much priority on:
- a. Objectivity
 - b. Usability
 - c. Reliability
 - d. All of the above
3. _____ refers to inferring about the whole population based on the observations made on a small part.
- a. Pseudo-inference
 - b. Objective Inference
 - c. Inductive-inference
 - d. Deductive-inference
4. _____ is a preferred sampling method for the population with finite size.
- a. Systematic Sampling
 - b. Snowball Sampling
 - c. Quota Sampling
 - d. Judgmental Sampling
5. The data of research can be _____
- a. Qualitative
 - b. Quantitative
 - c. Both a and b
 - d. Neither a nor b
6. Newton gave three basic laws of motion. This research is categorized as:
- a. Sample Survey
 - b. Applied Research
 - c. Fundamental Research
 - d. Descriptive Research
- Q.1 (b)** 1. Undisguised Observation **04**
2. Ordinal Scale
 3. Null and Alternative Hypothesis
 4. Level of Significance
- Q.1 (c)** Explain Type I and type II errors with appropriate examples. **04**
- Q.2 (a)** Explain the research process with suitable examples. **07**
- (b)** Discuss various non-probability sampling methods with appropriate examples. **07**
- OR**
- (b)** Discuss cross-sectional and longitudinal research designs. **07**
- Q.3 (a)** What is focus group. Discuss various characteristics of focus group technique. **07**
- (b)** What are various criteria for evaluating secondary data. **07**

OR

- Q.3 (a)** What are scaling techniques. Discuss various non-comparative scaling techniques. **07**
- (b)** Develop a five-point Likert scale to understand the attitude of consumers towards online shopping. **07**
- Q.4 (a)** Explain the concept of validity, reliability and generalizability. **07**
- (b)** Discuss the difference between parametric and non-parametric data. **07**

OR

- Q.4 (a)** Discuss various components of writing a research report. **07**
- (b)** What is data coding and data editing. Explain these concepts with the help of appropriate examples. **07**
- Q.5** You are Vice President – Marketing, for a renowned mobile brand in India. The sale of your brand is decreasing since last one year. This has become an issue for the company and hence marketing research is planned to identify and solve the problem of decrease in sales. You are instructed to draft the following by your company's vice president: **14**
1. Management Decision Problem
 2. Marketing Research Problem
 3. Research Questions

OR

- Q.5** Part of a questionnaire used to determine consumer preferences for digital marketing cameras follows: Set up a coding scheme for these three questions. **14**

1. Please rate the importance of the following features you would consider when shopping for a new camera.

Feature	Not at all Imp	Not Imp	Neutral	Imp	Very Imp
Batteries					
Automatic Mode					
Aperture Control					
LCD Screen					

2. If you were to buy a new digital camera, which of the following outlets would you visit? Please tick as many as applicable.
- a. Drugstore _____
 - b. Camera store _____
 - c. Discount merchandiser _____
 - d. Electronics store _____
 - e. Internet _____
3. Where do you get most of your photo processing done? Please tick only on option.
- a. Drugstore _____
 - b. Minilabs _____
 - c. Camera Store _____
 - d. Discount merchandiser _____
 - e. Supermarkets _____
