

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER- 2 – EXAMINATION – SUMMER 2019

Subject Code:3529207

Date:11/05/2019

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. No.		Marks
Q.1	Definitions / terms / explanations / short questions based on concepts of theory/practical (a) Exploratory study (b) Focus Groups (c) Structured Interview (d) Validity (e) Reliability (f) Qualitative method (g) Define Problem Statement	14
Q.2	(a) What is a research? Explain in detail the various types of Business Research.	07
	(b) Write the steps involved in research process? Explain with one hypothetical example?	07
	OR	
	(b) Companies benefit through employee loyalty. Crude downsizing in organizations during the recession crushed the loyalty of millions. The economic benefits of loyalty embrace lower recruitment and training costs, higher productivity of workers, customer satisfaction and the boost to moral of fresh recruits. In order that these benefits are not lost, some companies while downsizing try various gimmicks. Flex leave, for instance is one. This helps employees receive 20% of their salary, plus employer provided benefits, while they take a 6-12 month sabbatical with a call option on their services. Others try alternatives like more communication. Hand holding and the like.	07
	(1) How would you define the broad problem in the following case?	
Q.3	(a) What do you mean by Sampling? What are the advantages and disadvantages of cluster sampling?	07
	(b) What is primary and secondary data? Write its advantages and disadvantages?	07
	OR	
Q.3	(a) What is a Questionnaire and how can we use the questionnaire as a research tool? What are the steps involved in the questionnaire designing process?	07
	(b) Explain the difference between nominal scale, ordinal scale, interval scale and ratio scale. Also discuss the relative superiority of these scales in the light of their importance for a research.	07

- Q.4** (a) What is parametric and non parametric test? Explain with one example from each? **07**
(b) How can we test hypothesis for the difference between two population means by using the *t*-test? **07**

OR

- Q.4** (a) Explain the Mann–Whitney *U*-Test and the types of runs tests **07**
(b) Test the following sequence of observations by using the runs test and $\alpha = 0.05$ to determine whether the process produced random results. **07**
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N N N N N M M M M M M M M M M M

Q.5 CASE STUDY : **UPJOHN'S ROGAINE**

The Upjohn Company based in Kalamazoo, Michigan, manufactures and markets pharmaceuticals and health related products. With more than 19,000 employees and distribution in over 30 countries from Australia to Zaire, the company's annual sales top \$ 1 billion. Upjohn is constantly developing and marketing new products. One example is Rogaine.

Originally developed as an anti hypertension drug, Rogaine was shown in clinical tests to encourage moderate hair growth on some balding male volunteers. Thereafter, Upjohn quickly applied to the U.S Food & Drug Administration (FDA) for the right to market the drug as a hair growth product in United States.

- (a) Define Rogaine's marketing problem from a business research perspective. **07**
(b) What type of exploratory business research should Upjohn conduct? **07**

OR

- Q.5** (a) Discuss the concept of hypothesis testing for two populations with example. **07**
(b) What are the similarities and differences between basic and applied research report? What are integral parts of the report? **07**
