

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (PART TIME) – SEMESTER II – EXAMINATION – SUMMER 2018

Subject Code: 3529905

Date: 28/05/2018

Subject Name: RESEARCH METHODOLOGY (RM)

Time: 10:30 pm – 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) Explain following terms: **14**
- | | |
|----------------------------|---------------------------|
| 1. Sampling Error | 2. Snowball Sampling |
| 3. Longitudinal study | 4. Dichotomous Variable |
| 5. Informed Consent | 6. Type I & Type II error |
| 7. Double-blind experiment | |

- Q.2 (a) What do you mean by scaling in research? Describe different scaling techniques pointing out merits and demerits of each. **7**
- (b) What is observation? Being a good researcher, how will you observe to measure buying behavior of consumers in the FASHION FOR MEN segment of mall system. Narrate your answer with good qualities of observer and type of observation technique. **7**

OR

- (b) “Every business research starts with a problem statement.” Give your views. **7**
- Q.3 (a) Explain in detail the non-probability sampling methods. Discuss quota sampling and judgmental sampling methods in detail. **7**
- (b) The HR Manager of a firm has received a complaint from the employees of section A that their weekly compensation is less than the compensation of employees of section B; even though both departments are part of the same plant performing the same duties. To verify this claim, the HR Manager has taken a random sample of 8 employees from the section A and 9 employees from section B. The data collected are as follows. Use Mann-Whitney U test to determine whether the firm offers different compensation packages to employees of Section A and Section B. Take $\alpha=0.05$ for the test. **7**

Section A	500	520	480	530	493	510	490	522	
Section B	550	560	517	502	499	525	535	515	496

OR

- Q.3 (a) Discuss the nature and scope of business research in the field of management. **7**
- (b) The best-selling product of a consumer durables manufacturer has organized a three-day work shop to motivate its sales executives. Three months later, the company selected 7 sales executives randomly and collected data on the number of average productive sales calls in a day before and after the training. The data collected are provided in the following table. Use $\alpha=0.05$ to test whether there is a significant difference in the number of productive sales calls before and after the training programme. Assume that the difference in the number of productive sales calls is normally distributed. **7**

Productive Sales calls per day	Before training	After training
1	30	32
2	29	31
3	28	29
4	32	30
5	27	28
6	31	30
7	32	31

- Q.4 (a) Explain various criteria researcher should consider while writing Research Report. **7**
- (b) Explain the concept of one-tail and two-tail tests with examples. **7**
- OR**
- (a) Explain various projective techniques with example. **7**
- (b) Simons Foods Ltd. is a leading manufacturer of hair growing treatment pack. The company has received customer feedback that its new brand 'Hair Grow' has a difference in retail price per pack across the four metros; Delhi, Mumbai, Kolkata and Chennai. If it would be a reality, then the difference in price can tarnish the image of the company. Company collected data about the price from 6 randomly selected stores across the four cities. Based on the sample information, the price per pack is given in the table below. Use one-way ANOVA to analyze the significant difference in the price. Take 95% as the confidence level. **7**

PRICE PER PACK (RS. IN 100)			
Delhi	Mumbai	Kolkata	Chennai
22	19	18	21
22.5	19.5	17	20
21.5	19	18.5	21.5
22	20	17	20
22.5	19	18.5	21
21.5	21	17	20

Q.5

Mr. Peter D'souza has a chain of restaurants in many cities of western India and was interested in diversifying his business. His only son, Ronald, decided to venture into garment manufacturing. Ronald 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 ladies 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 ladies who wore large sized dresses (40 size and above).

An experts meeting was called containing brilliant people 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 dress may put them off and there may not be any worthwhile response.

Questions:

1. What method of data collection would you suggest? Why? **7**
2. Design a questionnaire for research **7**

OR

Sheena Sharma has decided to open a placement agency. Kindly advise her on:

1. Who should she target – in terms of both individual and corporate clients? **7**
2. What databases would come in useful here? What would be the nature of information that would assist her in the task? **7**
How would secondary data sources help her here?
