

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 02 – • EXAMINATION – SUMMER 2019

Subject Code: 4529206

Date: 11/05/2019

Subject Name: Research Methodology (RM)

Time: 10:30 AM to 1:30 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. 14

- A. Business Research
- B. Validity
- C. Reliability
- D. Observation
- E. Depth Interview
- F. Sampling Design
- G. Scaling

Q: 2 (a) Explain difference between Qualitative and Quantitative research. 7

(b) Explain various steps of research process with necessary examples. 7

OR

(b) Being a developing country, research is in development stage in India. 7
According to you, which are the major problems encountered by researchers in India

Q: 3 (a) What is Projective Techniques? Explain different types of projective techniques in detail. 7

(b) An insurance company wants to launch new insurance scheme. Before 7
launching the new scheme to market they want to discuss the all pros and cons with the help of Focus group discussion. Explain step wise conduction of focus group method.

OR

(a) Explain different kinds of survey methods with proper examples. 7

(b) Explain criteria of good research. 7

- Q: 4 (a) Explain different methods of non probability sampling methods in detail. 7
- (b) A soft drink company is doing customer research towards their newly launch mango flavor soft drink. Help the company to design a customer preference questionnaire. Design the questionnaire with the necessary scales. 7

OR

- Q: 4 (a) Explain the contents of research report with proper examples. 7
- (b) Explain data editing and data coding with necessary examples. 7

Q: 5 VC Fast foods is the one of the leading restaurants chains in Ahmedabad and now they are interested in diversify their business. The owner has decided to venture into garment manufacturing. The owner (Mr. A) gave this idea to his son (Mr. B), who liked it very much. Mr. B 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 between various 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 of 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.

- a) Name the sampling design that is being used in the study. 7
- b) What are the limitations of the design so chosen? 7

OR

- a) Can you suggest a better design? 7
- b) What method of data collection is being employed? 7
