

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Integrated - SEMESTER- VI EXAMINATION – SUMMER 2022

Subject Code: 2567106**Date: 09/06/2022****Subject Name: Research Methodology****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.1** (a) What are the different levels of data measurement? Explain with suitable examples. **07**
(b) Explain the steps in business research Process design with suitable example. **07**
- Q.2** (a) Methods for conducting exploratory research with suitable examples. **07**
(b) Explain the classification of various survey methods with example. **07**
- OR**
- (b) Explain various criteria for good measurement in research such as Validity, reliability and sensitivity. **07**
- Q.3** (a) Explain the various types of Research methods with example. **07**
(b) What is a questionnaire? Explain the steps in questionnaire design process. **07**
- OR**
- Q.3** (a) Explain the difference between primary and secondary data. Mention the classification of secondary data sources. **07**
(b) Explain difference between qualitative and quantitative research with examples. **07**
- Q.4** (a) Explain in detail random and non random sampling techniques methods. **07**
(b) Describe the various types of measurement scales with necessary examples. **07**
- OR**
- Q.4** (a) Explain steps in research report writing with example. **07**
(b) Write a short note on Literature Review with suitable example. **07**
- Q.5** (a) How researcher should identify the problem? What are the sources through which problems can be identified? **07**
(b) Explain one way ANOVA with example. **07**
- OR**
- Q.5** (a) What is research? Explain various types of business research with example. **07**
(b) Write a note on use of correlation and regression in business research. **07**
