

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER – II - EXAMINATION – SUMMER 2022**

**Subject Code: 1529606****Date: 03/08/2022****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 Define following terms. 14**
- 1) Experimental and non-experimental research design
  - 2) Type I and Type II Error
  - 3) Causal Research
  - 4) Sampling Error
  - 5) Empirical Research
  - 6) Validity and Reliability of Instrument
  - 7) Level of significance
- Q.2 (a) What do you mean by Research Methodology? Discuss the steps involved in the Research process 07**
- (b) Compare and contrast Qualitative Research and Quantitative Research. 07**
- OR**
- (b) What is Hypothesis? Discuss in details types of Hypothesis 07**
- Q.3 (a) What is review of literature? Why should researcher review available literature relating to his topic? 07**
- (b) What is Research Design? Explain various types of Research Design. 07**
- OR**
- Q.3 (a) What do you mean by Sampling? Briefly explain different non probability Sampling technique with suitable example. 07**
- (b) One of the leading newspapers wants to identify the social - cultural and behavioral parameter of people of Tribal region of Gujarat. Which secondary data sources they can use and also describes criteria for evaluating secondary data. 07**
- Q.4 (a) “Processing of Data implies Editing, coding, Classification and Tabulation” Describe brief these four operations pointing out the significance of each in context of research study. 07**
- (b) Explain different types of research reports and Discuss the format of good research report 07**
- OR**
- Q.4 (a) Briefly discuss the layout of research report covering all relevant points. 07**
- (b) Explain Measurement and Scaling and discuss various Scaling techniques. 07**

**Q.5** XYZ Appliances Pvt, Ltd

The above company is engaged in the manufacture of washing machines and few other products like oven and TV, Washing machine accounts for a sizeable proportion of its total production and it is also their dominant product line.

Of late the company has been finding it increasingly difficult to maintain its competitiveness on account of the availability of washing machines made by other companies at affordable price range. There are around 17 brands which altogether account for 88 models.

Top management of the company recognizes the increasing competition and declining sales. They were of the opinion that a survey should be conducted to ascertain the customer satisfaction in respect of washing machines. However, before undertaking a detailed survey. It would like to be clear on the concept of consumer satisfaction.

Simultaneously, the company wants to introduce new models with special feature through its existing channel. The company would like to use new innovation channel of distribution.

(a) Design a questionnaire to measure Consumer satisfaction with respect to washing machine brand. **07**

(b) If you are a manager what promotion strategy will you suggest to improve existing product market share as well for new models? **07**

**OR**

(a) Prepare detail research design to conduct survey on Consumer satisfaction with respect to washing machine brand. **07**

(b) How does consumer satisfaction survey assist the marketing manager in decision making **07**

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