GUJARAT TECHNOLOGICAL UNIVERSITY
MBA INTEGRATED– SEMESTER - VI EXAMINATION- SUMMER-2023

Subject Code: 2567106   **Date: 27/06/2023**
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.
> 4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q.1	**(a)**	Differentiate Exploratory, Descriptive and Causal research design.	**07**
	(b)	What is meant by literature review? Why it is important in research?	**07**
Q.2	**(a)**	Explain the types of data measurement scales with example.	**07**
	(b)	Explain the different steps involved in a research process.	**07**
		OR	
	(b)	What are the differences between Qualitative and Quantitative research?	**07**
Q.3	**(a)**	How do random sampling techniques differ from non-random sampling techniques?	**07**
	(b)	What do you mean by Non-parametric Data? List down the various Non-parametric test.	**07**
		OR	
Q.3	**(a)**	Explain the meaning of Research Hypothesis in context of research design. Also explain types of hypothesis	**07**
	(b)	What are the major sources of gathering the secondary data?	**07**
Q.4	**(a)**	HR manager of a renowned company wants to conduct a survey on employee satisfaction for his company. Prepare questionnaire stating important aspects of employee satisfaction.	**07**
	(b)	Explain the various technique of sampling in business research.	**07**
		OR	
Q.4	**(a)**	"Every business research starts with a problem statement." Give your views relating to this statement with real life example.	**07**
	(b)	Explain in detail, the different methods of data collection in research.	**07**
Q.5	**(a)**	Define the various steps involved in drafting a research report.	**07**
	(b)	Explain the format of research proposal with the help of a real life situation.	**07**
		OR	
Q.5	**(a)**	Explain the importance of citations and bibliography in research. Also explain various formats of using citations in research.	**07**
	(b)	What do you mean by Parametric Data? List down the various Parametric test.	**07**

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