

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA- SEMESTER -II - EXAMINATION- SUMMER-2023

Subject Code: 1529606**Date: 17/07/2023****Subject Name: Research Methodology****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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** Explain the following terms in context to Research. **14**
- (a) Dichotomous Questions
 - (b) Basic Research
 - (c) Referencing
 - (d) Content Analysis
 - (e) Likert Rating Scale
 - (f) Extraneous Variable
 - (g) Pie Chart
- Q.2** (a) “In a competitive market, launching a healthy food range is a big challenge” In the light of the above explain the research process in detail for research to identify the need of the customers according to the changing food habits after the pandemic. **07**
- (b) Compare and contrast Qualitative Research and Quantitative Research. **07**
- OR**
- (b) What do you mean by Review of Literature? Discuss the role of review of Literature in research. **07**
- Q.3** (a) Explain the contents of a research report with a suitable example. **07**
- (b) Differentiate between Probability and non-probability sampling techniques. Explain the types of non-probability sampling. **07**
- OR**
- Q.3** (a) What is internal and external validity in experimentation? Explain in detail. **07**
- (b) What do you understand by Hypothesis? Discuss the types of hypotheses for example. **07**
- Q.4** (a) What is a Focus Group Interview? Explain the advantages and disadvantages of Focus Group Interview. **07**
- (b) What are the criteria for good research? **07**
- OR**
- Q.4** (a) Explain in detail various techniques of the Observation method in research. **07**
- (b) Explain Data Coding and Data Editing with proper examples. **07**
- Q.5** Mr. X has a chain of restaurants in many cities in northern India and was interested in diversifying his business. His only son, Ramal, never wanted to be in the hospitality line. To settle Ramal into a line that would interest him, Mr. X decided to venture into garment manufacturing. He gave this idea to his son, who liked it very much. Ramal 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 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 (42 sizes and above) and large-sized trousers (38 sizes and above).

A meeting was called of experts from the garment industry and a number of fashion designers to discuss 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 the entrances of various malls and their job would be to look at people who walked into the malls and see whether the concerned person was wearing big-sized shirt or trousers. 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. What are the limitations of the design so chosen? **07**

(b) What method of data collection is being employed? Why? **07**

OR

Q.5 (a) How would you define the population and the sampling frame in this case? **07**

(b) Suggest an alternative sampling design. Also indicate how the process must be carried out to execute your suggested design. **07**
