GUJARAT TECHNOLOGICAL UNIVERSITY
MBA INTEGRATED-SEMESTER- VI-EXAMINATION- SUMMER-2024

Subject Code: 2567106   **Date: 16/05/2024**
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)**	What is research? Explain various types of business research with example.	**07**
	(b)	Explain the types of data measurement scales with example.	**07**
Q.2	**(a)**	Explain the different steps involved in a research process.	**07**
	(b)	Explain in detail, the different methods of data collection in research.	**07**
		OR	
	(b)	Differentiate between Exploratory and Descriptive research design.	**07**
Q.3	**(a)**	What do you mean by Univariate Data? Explain the various method to Analysis Univariate Data.	**07**
	(b)	Write a note on use of correlation and regression in business research.	**07**
		OR	
Q.3	**(a)**	What is the difference between primary and secondary data?	**07**
	(b)	What do you mean by Parametric Data? List down the various Parametric test.	**07**
Q.4	**(a)**	What do you mean by Bivariate Data? Explain the various method to Analysis Bivariate Data	**07**
	(b)	The following table gives indices of industrial production and number of registered unemployed people (in lakh). Calculate the Karl Pearson's correlation coefficient.	**07**

Year :	1991	1992	1993	1994	1995	1996	1997	1998
Index of Production :	100	102	104	107	105	112	103	99
Number Unemployed :	15	12	13	11	12	12	19	26

OR

Q.4	**(a)**	What do you mean by Non-parametric Data? List down the various Non-parametric test.	**07**
	(b)	The following data give the ages and blood pressure of 10 women.	**07**

Age :   56   42   36   47   49   42   60   72   63   55
Blood pressure :   147   125   118   128   145   140   155   160   149   150

Determine the least squares regression equation of blood pressure on age.

Q.5 **(a)** What are the characteristics and functions of a research report? **07**
(b) Explain the meaning of Research Hypothesis in context of research design. **07**

OR

Q.5 **(a)** How do random sampling techniques differ from non-random sampling techniques? **07**
(b) Define the various steps involved in drafting a research report. **07**

****