

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - II EXAMINATION - SUMMER 2025

Subject Code: MB02092011

Date: 12-06-2025

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.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) Alternative hypothesis	02
(b) Dichotomous questions	02
(c) Validity	02
(d) Follow up questions	02
(e) Synopsis	02
(f) Lab experiment	02
(g) Causal research	02
Q.2 (a) What do you mean by Research? Explain the characteristics of good research.	07
(b) What do you mean by Observation? Explain the types of observation.	07
OR	
(b) Projective techniques are powerful tool for the qualitative research analysis. Explain the methods of projective techniques in detail.	07
Q.3 (a) What do you mean by Survey? Explain the survey methods in brief.	
(b) What do you mean by Review of Literature? Explain the role of LR in the research writing.	07
OR	
(a) Explain in detail all non-probabilistic sampling design.	07
(b) Data plays a vital role which leads a researcher to the correct conclusion. Explain various sources of primary and secondary data.	07
Q.4 (a) Data preparation is an important step in the research process. Write down the steps should followed by a researcher for the data preparation.	07

- (b) Khetani industries is a well-known industrialist in the fashion industries. Increasing the online shopping craze, they wanted to understand, what the attraction factors are for the online shoppers. Prepare a questionnaire for this survey. **07**

OR

- (a) what is measurement and scaling? Explain the types of the scaling in detail with examples. **07**
- (b) Write down the research report of your choice by including all the steps of report writing. **07**

Q.5

V Mart is a leading retail chain in India. V Mart is witnessing a decline in sales at its physical stores, despite an increase in customer visits. The footfall of customers is increasing day by day. Still management is facing a major issue. The management suspects that while customers are browsing in-store, they may be choosing to complete their purchases online later, possibly attracted by better deals or the convenience of online shopping. To address this issue, the marketing team plans to conduct research aimed at: Understanding current consumer behaviour regarding in-store versus online purchases. Moreover evaluating the influence of pricing, promotions, and service quality Investigating the impact of store layout and staff interaction on sales They intend to carry out surveys, interviews, and observational studies across five major cities.

- (a) Define the problem statement and research objectives for this study. **07**
- (b) What type of research design would be most appropriate for this situation? Explain. **07**

OR

- (a) Suggest a sampling method and provide a rationale for your choice. **07**
- (b) Propose potential variables that can be measured and how they might be analysed. **07**
