

Enrollment No./Seat No.:

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA - SEMESTER - I EXAMINATION - SUMMER 2025**

**Subject Code: N2519403**

**Date: 03-06-2025**

**Subject Name: Research Methods For Entrepreneurs**

**Time: 02:30 PM TO 05:30 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.**

	<b>Marks</b>
<b>Q.1 Attempt any six questions</b>	<b>18</b>
(1) Secondary Data	
(2) Focus Group Discussion	
(3) Telephonic Interview	
(4) Causal Research	
(5) Sampling	
(6) Double Barreled Question	
(7) Qualitative Research	
<b>Q.2 (a)</b> Considering your start-up idea, explain the method of data collection which may be used for idea validation.	<b>07</b>
<b>(b)</b> What is variable? Discuss the variables which may affect the revenue generation to your start-up.	<b>07</b>
<b>OR</b>	
<b>(b)</b> Discuss the social impact of your start-up in detail.	<b>07</b>
<b>Q.3 (a)</b> Do you think that Research is important before finalizing the start-up? Discuss the process which is followed by you.	<b>07</b>
<b>(b)</b> Briefly discuss various methods of reliability.	<b>07</b>
<b>OR</b>	
<b>(a)</b> Discuss any errors which may be occurred at the time of drafting a questionnaire by researcher.	<b>07</b>
<b>(b)</b> A literature review is crucial in research as it provides a foundation of knowledge, identifies gaps in research, and establishes the context for new work – Discuss the steps to carry out literature review in line with the statement.	<b>07</b>
<b>Q.4 (a)</b> Discuss any one method of primary data collection with appropriate example.	<b>07</b>
<b>(b)</b> What is Hypothesis? Discuss it types and requirements in research.	<b>07</b>

**OR**

- (a) What are the components of an ideal Report? Discuss in detail. **07**
- (b) An entrepreneurs is basically a researcher. Do you agree with the statement? Support your answer with appropriate justification. **07**

**Q.5**

India, with its rapidly growing digital infrastructure, increasing internet penetration, and a tech-savvy population, presents a promising market for innovative ventures. One such area witnessing significant transformation is the smart television industry. As the demand for connected devices rises and content consumption habits evolve, there is growing potential for startups to introduce cutting-edge smart TV products and services tailored to Indian consumers. However, initiating a startup in this sector also comes with challenges such as high competition from established brands, regulatory hurdles, technological dependencies, and the need for consistent content delivery. In this context, analyze the advantages and disadvantages of launching a startup focused on smart televisions in India. Consider key aspects such as market potential, customer behavior, pricing sensitivity, government initiatives like “Make in India,” infrastructure development, and the integration of local languages and content. Also reflect on potential barriers, including investment risks, technology acquisition, supply chain constraints, and data privacy concerns. Considering this overview, A smart television manufacturer company wants to launch its TV in Indian Market with extraordinary smart features. Before entering into the market, they want to conduct “A Study on the preferences and purchase intentions of the Smart TV among the prospective buyers in Ahmedabad City”.

- (a) Considering yourself as the start-up working in this domain, prepare a Research Proposal which may be required submit to Government for pitching a Grant. **10**

**OR**

- (a) Considering above idea of start-up, prepare the draft questionnaire to collect data for market research and idea validation. **10**

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