

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA(INTEGRATED)- SEMESTER- VI EXAMINATION – WINTER 2020****Subject Code:2567106****Date:06/01/2021****Subject Name:Research Methodology****Time:02:00 PM to 4:00 PM****Total Marks: 47****Instructions:**

1. Attempt any **THREE** questions from Q1 to Q6.
2. **Q7** is compulsory.
3. Make suitable assumptions wherever necessary.
4. Figures to the right indicate full marks.

- Q.1** (a) What is research? Explain various types of business research with example. **07**
 (b) Discuss various steps involved in research process. **07**
- Q.2** (a) Differentiate Exploratory, Descriptive and Causal research design. **07**
 (b) How researcher should identify the problem? What are the sources through which problems can be identified? **07**
- Q.3** (a) Explain the types of random sampling techniques. **07**
 (b) What are different survey methods available for launching a business research study? What will be the best method to be adopted? Explain and rationalize your answer. **07**
- Q.4** (a) How do random sampling techniques differ from non-random sampling techniques? **07**
 (b) What is the difference between primary and secondary data? **07**
- Q.5** (a) What are the major sources of gathering the secondary data? Explain your answer in the light of classification of the secondary data. **07**
 (b) A group of students was selected at random from the set of weak students in statistics. They were given intensive coaching for three months. The marks in statistics before and after the coaching are shown below. **07**

Student's Serial Number	Marks in Statistics	
	Before Coaching	After Coaching
1	19	32
2	38	36
3	28	30
4	32	30
5	35	40
6	10	25
7	15	30
8	29	20
9	16	15

Could the coaching be considered as a success? Test at 5% level of significance. (Table Value of $t_{0.05; n=8} = \pm 1.86$)

- Q.6** (a) Write a note on use of correlation and regression in business research. **07**

- (b) The data of crude oil prices and prices of gasoline is provided below. 07

Prices of Crude Oil (\$)	Prices of Gasoline (\$)
14.60	3.25
10.50	3.26
12.30	3.28
15.10	3.26
18.35	3.32
22.60	3.44
28.90	3.56
31.40	3.60
26.75	3.54

Calculate Spearman's rank correlation.

- Q.7 (a)** What are the important components of a good research report? 05

OR

- Q.7 (a)** What is meant by literature review? Why it is important in research? 05
