

**GUJARAT TECHNOLOGICAL UNIVERSITY****MBA Integrated - SEMESTER– VI EXAMINATION – WINTER 2021****Subject Code: 2567106****Date: 04/12/2021****Subject Name: Research Methodology****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.

- Q.1** (a) Explain the different steps involved in a research process. **07**  
(b) Explain the types of Types of business research in detail. **07**
- Q.2** (a) Differentiate between Exploratory and Descriptive research design. **07**  
(b) Explain the types of data measurement scales with example. **07**
- OR**
- (b) Explain in detail, the different methods of data collection in research. **07**
- Q.3** (a) What do you mean by Univariate Data? Explain the various method to Analysis Univariate Data. **07**  
(b) What do you mean by Parametric Data? List down the various Parametric test. **07**
- OR**
- Q.3** (a) What do you mean by Bivariate Data? Explain the various method to Analysis Bivariate Data **07**  
(b) What do you mean by Non-parametric Data? List down the various Non-parametric test. **07**
- Q.4** (a) What is the necessity of defining a research problem, explain with suitable example. **07**  
(b) Explain the various technique of sampling methods in business research. **07**
- OR**
- Q.4** (a) Explain the meaning of Research Hypothesis in context of research design. **07**  
(b) What do you mean by Sample Design? Discuss different types of sampling techniques with the help of suitable examples **07**
- Q.5** (a) Define the various steps involved in drafting a research report. **07**  
(b) Enumerate and explain about ethics in Research and ethical behavior of research. **07**
- OR**
- Q.5** (a) What are the characteristics and functions of a research report? **07**  
(b) Briefly explain how to conduct a literature review during a research. **07**

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