

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA (PART TIME) – SEMESTER – III WINTER EXAMINATION – 2021**

**Subject Code: 4539903****Date: 21-02-2022****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.

Q. No.	Question Text and Description	Marks
<b>Q.1</b>	Describe following terms (a) Sampling Frame (b) Total Error (c) Management Decision Problem (d) Hypothesis (e) Causal Research (f) Likert Scale (g) Type – II Error	<b>14</b>
<b>Q.2</b>	(a) Define Business Research and Explain various types of research with Suitable Example.	<b>07</b>
	(b) Describe the role of Qualitative and Quantitative in research with the help of example.	<b>07</b>
<b>OR</b>		
	(b) Explain sample and explain Probability and Non Probability sampling Method.	<b>07</b>
<b>Q.3</b>	(a) Define the various steps involved in drafting research paper	<b>07</b>
	(b) Write Short Note on Projective Technique	<b>07</b>
<b>OR</b>		
<b>Q.3</b>	(a) What do you mean by hypothesis? Explain type of hypothesis in detail.	<b>07</b>
	(b) What are the various types of experimental designs available for a researcher to conduct research?	<b>07</b>
<b>Q.4</b>	<b>Case Study</b> The administrators of Parents' Pride, one of the city's largest chains of pre-nursery schools are concerned with the attitude parents have towards the various aspects of the school and whether they would recommend the school to their friends and colleagues. They have authorized the undertaking of a marketing researcher study to gather this information, and have directed that it cover the following areas- all the functions with which the parents and the child come into contact (such as admission, school infrastructure, teachers, teachers' attitude, meal, fee structure, Parent teacher interaction, hygienic condition and so on).	
	(a) What is the management dilemma and Management question?	<b>07</b>
	(b) Prepare a research proposal for this study	<b>07</b>

**OR**

- (a) Design a questionnaire that can be used for this study. **07**  
(b) Prepare a code book for the questionnaire by mentioning variable name, coding instructions and symbols used for variables. **07**

**Q.5 Case Study**

Mr Mohan Mehata has a chain of restaurants in many cities of northern India and was interested in diversifying his business. His only son, Kamal, never wanted to be in the hospitality line. To settle Kamal into a line, which would interest him? Mr. Mehta decided to venture into garment manufacturing. He gave this idea to his son, who liked it very much. Kamal had already done a course in fashion designing and wanted to do something different for the consumers of this industry.

An idea struck him that he should design garments for people who are very bulky but want a lean back look after wearing readymade garments. The first thing that came to his mind was to have an estimate of people who wore large sized shirts (40 size and above) and large sized trousers (38 size and above). A meeting was called of experts from the garment industry and a number of fashion designers to discuss on how they should proceed.

A common concern for many of them was to know the size of such a market. Another issue that was bothering them was how to approach the respondents. It was believed that asking people about the size of their shirt or trouser may put them off and there may not be any worthwhile response.

A suggestion that came up was that they should employ some observers at entrances of various malls and their job would be look at people who walked into the malls and see whether the concerned person was wearing a big sized shirt of trouser. This would be a better way of approaching the respondents. This procedure would help them to estimate in a very simple way the proportion of people who wore big sized garments.

- (a) Name the sampling design that is being used in the study. **07**  
(b) What are the limitations of the design so chosen? **07**

**OR**

- (a) Can you suggest a better design? **07**  
(b) What method of data collection is being employed? **07**

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