

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA Integrated - SEMESTER– VI EXAMINATION – WINTER 2022

Subject Code: 2567106

Date: 23/12/2022

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) Discuss various steps involved in research process **07**
(b) Differentiate Exploratory, Descriptive and Causal research design. **07**
- Q.2** (a) Define Exploratory research. Explain advantages and disadvantages of focus group. **07**
(b) Explain difference between Cross sectional and Longitudinal Research Design. **07**
- OR**
- (b) As a research organization prepare a research proposal for an Indian FMCG company who wants to launch Energy Health Drinks in Indian market **07**
- Q.3** (a) Prepare a questionnaire on customer satisfaction towards XYZ restaurant. **07**
(b) Explain six Ws of Descriptive Research **07**
- OR**
- Q.3** (a) Explain any two non comparative scales in detail with example. **07**
(b) Discuss steps of report writing in detail. **07**
- Q.4** (a) Explain any two non Probability sampling methods in detail with suitable example. **07**
(b) What is difference between primary data and Secondary data? Explain sources of Secondary data. **07**
- OR**
- Q.4** (a) Explain criteria for Good Research **07**
(b) Explain Process for Hypothesis testing and develop any two hypothesis of your choice. **07**
- Q.5** (a) Discuss any two non-parametric tests. **07**
(b) Write a note on use of correlation and regression in business research **07**
- OR**
- Q.5** (a) Explain any two methods of causal research. **07**
(b) Write a note on Projective Technique **07**
