

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Integrated– SEMESTER –VI-EXAMINATION – WINTER-2023

Subject Code:2567106**Date: 19-12-2023****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.**
4. **Use of simple calculators and non-programmable scientific calculators are permitted.**

- Q.1** (a) Explain with a diagram the different sequences of a research process **07**
 (b) What are the four basic levels of measurement? Explain each one with suitable example. **07**
- Q.2** (a) Explain Hypothesis. Explain its types. **07**
 (b) What is focus group? Describe the characteristics and advantages of the focus group. **07**
- OR**
- (b) Discuss the nature and scope of business research in the field of management. **07**
- Q.3** (a) What do you understand by descriptive research? Explain with example. **07**
 (b) What is hypothesis? Develop set of six the null and alternate hypothesis for measuring an impact of demographic variables like age, gender, occupation, marital status, education, income on e-marketing approach **07**
- OR**
- Q.3** (a) What are the differences between Qualitative and Quantitative research? **07**
 (b) What are types of data collection? Explain Internal and external data sources for secondary data collection method. **07**
- Q.4** (a) What do you mean by scaling in research? Describe different scaling techniques with examples. **07**
 (b) Maruti Suzuki, a leading car maker wants to take a survey regarding the Customer' Satisfaction towards its newly launched car Grand Vitara. Draft an questionnaire for the same. **07**
- OR**
- Q.4** (a) Explain your understanding for Univariate and bivariate data analysis methods by comparing them. **07**
 (b) Explain Non-Parametric test. Explain any two with statistical context and managerial application. **07**
- Q.5** (a) What is meant by literature review? Why it is important in research? **07**
 (b) Explain the differences between Exploratory, Descriptive and Causal Research Designs. **07**
- OR**
- Q.5** (a) Explain the major content of research report in detail. **07**
 (b) Explain various non-comparative scales with examples **07**
