

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA INTEGRATED-SEMESTER-VI-EXAMINATION-WINTER-2024

Subject Code: 2567106**Date: 29/11/2024****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 the steps in business research Process design with suitable example. **07**
 (b) Explain the various types of Research methods with example. **07**

- Q.2** (a) What is a questionnaire? Explain the steps in questionnaire design process. **07**
 (b) Explain the difference between primary and secondary data. Mention the classification of secondary data sources. **07**

OR

- (b) Explain in detail random and non random sampling techniques methods. **07**

- Q.3** (a) Methods for conducting exploratory research with suitable examples. **07**
 (b) Explain various criteria for good measurement in research such as Validity, reliability and sensitivity. **07**

OR

- Q.3** (a) Explain steps in research report writing with example. **07**
 (b) How researcher should identify the problem? What are the sources through which problems can be identified? **07**

- Q.4** (a) Explain difference between qualitative and quantitative research with examples. **07**
 (b) What are the different levels of data measurement? Explain with suitable examples. **07**

OR

- Q.4** (a) Describe the various types of measurement scales with necessary examples. **07**
 (b) Explain the classification of various survey methods with example. **07**

- Q.5** (a) Write a short note on Literature Review with suitable example. **07**
 (b) Find the Karl Pearson's Coefficient of Correlation of following data: **07**

X	4	5	7	8	6	3	5
Y	11	9	13	7	13	8	8

OR

- Q.5** (a) Explain Parametric and Non-Parametric methods with suitable examples. **07**
 (b) How strong is the correlation between crude oil prices and prices of gasoline at the pump? In an effort to estimate this association, an oil company analyst gathered the data shown over a period of several months. She lets crude oil prices be represented by the market value of a barrel of West Texas intermediate crude and gasoline prices be the estimated average price of regular unleaded gasoline in a certain city. She computes a Spearman's rank correlation for these data. **07**

Crude Oil	14.6	10.5	12.3	15.1	18.35	22.6	28.9	31.4	26.75
Gasoline	3.25	3.26	3.28	3.26	3.32	3.44	3.56	3.6	3.54
