

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-II-EXAMINATION-WINTER-2024

Subject Code: 1529606

Date: 18/01/2025

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** Explain the terms with example: **14**
- Cause and effect relationship
 - Conclusive Research
 - Extraneous Variables
 - Moderating Variable
 - Inductive Approach
 - Research Gap
 - Sampling Error
- Q.2** (a) Compare and contrast Qualitative Research and Quantitative Research. **07**
- (b) How would you distinguish between a management decision problem and a management research problem? Do all decision problems require research? Explain and illustrate with examples. **07**
- OR**
- (b) Illustrate when and how observation as method of data collection used in research? Explain in detail the strengths and limitation of observation method of data collection. **07**
- Q.3** (a) What do you mean by Sampling? Briefly explain different probability Sampling technique with suitable example. **07**
- (b) Outline the problem identification process by taking an example of Restaurant. **07**
- OR**
- Q.3** (a) Illustrate when is Focus Group as method of data collection used in research? Outline the key elements of focus group research along with advantages and disadvantage. **07**
- (b) Based on an analysis of the last six months' sales, your boss notices that membership of Gymnasium (Gym) is decreasing. As the membership decline, so do the profits. Looking to the situation your boss has asked you to conduct research to understand perception and attitude of customers' for joining a gym. Answer the following for conducting this research. **07**
- Formulate the Research Problem, Research Objectives and research questions including various variable you want to study.

- Q.4** (a) Outline the research application in various business function like Marketing, Human Research, Finance and Accounts, Production and Operation research and cross functional research. **07**
- (b) What is experimental research design? Explain factors affecting internal validity of experiment? **07**

OR

- Q.4** (a) Define Measurement and explain criteria of good measurement. **07**
- (b) Explain the procedure for designing questionnaire. **07**

Q.5 CASE STUDY:

Shameem answered that the team was apathetic and there could be multiple reasons for this apathy. Thus, it was essential that the team be studied to identify what was the group reaction to the working conditions at Danish. Also, it was important to identify what was perceived as the major problem area. Shameem was also of the opinion that there might be a difference between the old and new employees. Thus, this angle also was to be given due recognition when conducting a survey. Raghu said, ‘this seems to be a logical approach to the problem, but don’t you think that before you go to the team members you must at least identify what could be the reasons for the lackluster performance at Danish by looking at the other organizations or by talking to the human resource consultants who have some experience of the same’?

Shameem listened attentively and said, ‘I think there is a lot of merit in what you say. So, this is what I will do _____?’

- (a) What is the research design(s) Shameem is likely to recommend? Why? **07**
- (b) Identify the variables. **07**

OR

- Q.5** (a) How could you possibly improve the accuracy of the results obtained? **07**
- (b) Propose the possible hypotheses and the units under study. **07**
