

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA INTEGRATED- SEMESTER - VI EXAMINATION - WINTER 2025

Subject Code: 2567106

Date: 24-11-2025

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 (a) What is the necessity of defining a research problem, explain with suitable example? 07

(b) Explain the different steps involved in a research process. 07

Q.2 (a) Explain the types of data measurement scales with example. 07

(b) Explain the types of Types of business research in detail. 07

OR

(b) Differentiate between Exploratory and Descriptive research design. 07

Q.3 (a) Explain the various technique of sampling methods in business research. 07

(b) Explain the meaning of Research Hypothesis in context of research design. 07

OR

Q.3 (a) What do you mean by Parametric Data? List down the various Parametric test. 07

(b) What is the difference between primary and secondary data? 07

Q.4 (a) What is meant by literature review? Why it is important in research? 07

(b) Explain general procedure for hypothesis testing. 07

OR

Q.4 (a) What are the differences between Qualitative and Quantitative research? 07

(b) Differentiate between the following terms: 07

(i) Type I & Type II error

(ii) Univariate & Bivariate data analysis.

Q.5 (a) Write note on T-Test. 07

(b) Write note on use of Run Test and Spearman's rank correlation. 07

OR

Q.5 (a) Write a note on use of correlation and regression in business research. 07

(b) Tata Motors wants to perform customer satisfaction survey in Gujarat. 07
Develop the questionnaire for performing this research.
