

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - II EXAMINATION - WINTER 2025

Subject Code: 1529606

Date: 22-01-2026

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.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) Exploratory Research	
(b) Research Design	
(c) Likert Scale	
(d) Primary Data	
(e) Census Survey	
(f) Reliability in Research	
(g) Causal Research	
Q.2 (a) What is the business research process? Explain the steps in the Business Research process.	07
(b) What do you understand by the Quantitative research? Explain the difference between Qualitative Research and Quantitative Research	07
OR	
(b) What is Projective technique? Explain various Projective Techniques with suitable examples.	07
Q.3 (a) What is sampling design? Explain methods of probability sampling in detail.	07
(b) A company wants to study factors influencing online shopping behavior among college students Design A structured Questionnaire.	07
OR	
(a) Discuss observation Method. Explain the advantages and disadvantages of the observation Method.	07
(b) Explain the four primary scales of measurement used in research. Use examples to highlight your answer.	07
Q.4 (a) Explain the format of research report preparation highlighting the table of contents	07

- (b) Discuss personal survey as a method of primary data collection. What are the benefits and issues in using personal survey in business research? 07

OR

- (a) Describe in brief the importance of editing, coding, classification, tabulation and presentation of data in the context of a research study. 07
- (b) Explain Steps for Hypothesis Testing. 07

Q.5 XYZ Enterprises is an organization that provides overall management and coordination of insects and pest control products and services offered to all consumers throughout the state of Madurai. Not only does XYZ provide pest and insect control services, but they also offer many other services, including maintaining a large inventory of products to create Professional pest Management services, such as house cleaning and repair services. In 2021, XYZ established a new division, Pest Retard and Service (PRS), for the distribution of pest-eliminating products. By 2022, they were enjoying very rapid growth. Sales essentially doubled. They quickly noticed that the technology they were using was insufficient to allow them to continue growing at that rate with the same effectiveness. Problems such as updating technology like nano evasive methods to eradicate very minute germs that prevail in air, inconsistency in forecasting their inventory needs, not having enough of the right products on hand, and long delivery times were increasing. These problems delayed some customer orders, and the amount of time and effort necessary to work on orders and procurement needs was becoming a burden.

- (a) Formulate the research problem 07
- (b) What kind of research design to be followed? 07

OR

- (a) Prepare a research proposal to solve the problem 07
- (b) What kind of research is required to bring out effective solution to XYZ? 07
