

Enrollment No./Seat No.:

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

Subject Code: MB02092011

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) Empirical Research	
(b) Stratified Sampling	
(c) Paired Comparison	
(d) Cross sectional research	
(e) Census & Sample	
(f) Dichotomous Questions	
(g) Experiment	
Q.2 (a) In research methodology, understanding the fundamental differences between qualitative and quantitative approaches is essential for selecting the right design for a study. Based on this, explain the key differences between qualitative and quantitative research methods.	07
(b) Define Business Research and the various steps involved in it with example.	07
OR	
(b) Discuss the key characteristics that define a good research report.	07
Q.3 (a) Define projective techniques. Explain the different projective techniques with examples.	07
(b) ITC is planning to launch a new line of premium cookies with a vanilla-caramel flavour. As a researcher, discuss how you would apply the six 'W's of descriptive research design to help ITC to assess the market size and achieve its objectives.	07
OR	
(a) Explain various sources of Secondary Data in research.	07
(b) A two-wheeler manufacturing company aims to assess the satisfaction level of its customers. As the appointed researcher for this project, design a questionnaire that can effectively gather relevant data to measure customer satisfaction.	07
Q.4 (a) Explain Personal Interview and Mail Interview in detail as Survey Collection Method.	07

- (b) What is research report writing? Discuss the layout of a research report covering all relevant points. 07

OR

- (a) In what situations is observation used as a method of data collection in research? Discuss the strengths and limitations of using the observation method for data collection in detail. 07
- (b) Explain the process of data preparation in detail, highlighting the key steps involved before data analysis. 07

Q.5 Over the past five years, India's online food delivery market has seen explosive growth, with major players like Zomato, Swiggy, Uber Eats (before its India exit), and Dunzo reshaping how customers order meals. These platforms compete intensely by offering discounts, faster delivery, broader restaurant choices, and app-based convenience.

The company wants to investigate what drives customer preference for one food delivery app over another in urban India. They were interested in understanding what the leading factor for selection of the app. The company was aiming to gather insights from a wide range of respondents, including frequent users (ordering multiple times per week) and occasional users (ordering once or twice a month). They also aimed to capture responses across various income levels, age groups, and locations. Zomato has hired you as a research consultant to help them better understand what drives customer preference in India's urban food delivery market.

- (a) Formulate the management problem & research objectives. 07
- (b) Develop the research proposal for the above research. 07

OR

- (a) What type of the research design would you advocate over here? Justify your answer. 07
- (b) Formulate the hypothesis for the given research. 07
