

Enrollment No./Seat No.:

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

Subject Code: N2519403

Date: 19-01-2026

Subject Name: Research Methods For Entrepreneurs

Time: 10:30 AM TO 01:30 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 Attempt ANY 6 Questions.	18
(1) Hypothesis	
(2) Business Research	
(3) Research Design	
(4) Objective Framing	
(5) Literature Review	
(6) Data Validity	
(7) Problem Identification	
Q.2 (a) A startup facing declining customer retention wants to understand “why customers are disengaging” before proposing solutions. Analyze how the business research process should be structured to convert this concern into a researchable problem.	07
(b) Examine how improperly framed research questions can distort entrepreneurial decision-making even when data quality is high.	07
OR	
(b) Critically assess the role of hypothesis formulation in transforming managerial intuition into testable business logic.	07
Q.3 (a) A fintech startup intends to measure customer trust but is unsure whether to use exploratory, descriptive, or causal research design. Evaluate how the nature of the research objective determines the appropriateness of the research design.	07
(b) Discuss how sampling design decisions can influence the generalizability of findings in startup research.	07
OR	
(a) Analyze the implications of choosing an inappropriate scale of measurement while studying customer perception in a competitive market.	07
(b) “Reliability without validity is meaningless.” Examine this statement in the context of business research instruments.	07

- Q.4 (a)** An entrepreneur collects extensive data but fails to derive actionable insights. Analyze how improper selection of data analysis techniques could be responsible for this outcome. **07**
- (b)** Differentiate between univariate and bivariate data analysis by explaining their managerial relevance rather than statistical procedures. **07**

OR

- (a)** Examine how the choice between qualitative and quantitative methods affects opportunity validation in entrepreneurial research. **07**
- (b)** Evaluate the role of questionnaire design in minimizing response bias in startup-focused research studies. **07**

Q.5 Implementing a Sustainable Campus Food Startup

Background

In 2023, a group of final-year management students from a metropolitan city identified a recurring problem on their university campus—food wastage and lack of affordable, healthy meal options for students and staff. Canteens often discarded surplus food, while many students preferred low-cost, nutritious alternatives. This gap inspired the students to conceptualize a startup named “GreenBite”, focused on sustainable, affordable, and locally sourced meals.

Startup Idea and Innovation

GreenBite proposed a subscription-based tiffin service operating within and around the campus. The innovative aspect of the idea lay in:

- Using surplus food ingredients sourced from nearby vendors
- Partnering with self-help groups and local women entrepreneurs
- Offering customizable meal plans through a simple mobile-based ordering system
- The startup aimed to combine cost leadership, social impact, and environmental sustainability.

Implementation Process

The team began implementation by conducting a feasibility study, including market surveys among students and staff to assess demand, pricing sensitivity, and preferences. Based on feedback, they finalized a pilot model with limited menu options.

They arranged initial funding through bootstrapping and small personal contributions. Operational execution involved renting a small kitchen space near campus, hiring two cooks, and coordinating daily supply logistics. A basic digital interface using Google Forms and WhatsApp was used initially instead of a full-fledged app to minimize costs.

Challenges Faced

During implementation, the startup encountered multiple challenges:

- Operational inefficiencies during peak hours
- Difficulty in maintaining consistent quality
- Regulatory issues related to food safety licenses
- Managing customer expectations with limited resources

The founders addressed these issues by standardizing processes, obtaining necessary local permissions, and introducing feedback mechanisms to continuously improve service.

- (a)** Critically examine the role of pilot testing and experimentation in reducing entrepreneurial risk, with reference to the GreenBite case. **10**

OR

- (a)** Discuss how data collection and feedback mechanisms supported continuous improvement in GreenBite. Propose a structured research framework for scaling the business. **10**
