

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA – SEMESTER 01 – EXAMINATION – SUMMER 2017

Subject Code: 2810006

Date: 12/05/2017

Subject Name: Research methodology

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.

6

Q.1 (a) Which scientific method is a top-down or confirmatory approach?

- A. Deductive method B. Inductive method
1. C. Hypothesis method D. Pattern method

_____ research occurs when the researcher manipulates the independent variable.

2. A. Correlational research B. Experimental research
C. Ethnography D. Causal-comparative research

Which correlation is the strongest?

3. A. +.10 B. -.95
C. +.90 D. -1.00

Which of the following would usually require the smallest sample size because of its efficiency?

4. A. One stage cluster sampling B. Simple random sampling
C. Two stage cluster sampling D. Quota sampling

A variable that is presumed to cause a change in another variable is called a(n):

5. A. categorical variable B. dependent variable
C. independent variable D. intervening variable

Another name for a Likert Scale is:

6. A. interview protocol B. event sampling
C. summated rating scale D. ranking

Q.1 (b) Explain the meaning of the following terms

04

- a. Applied Research
- b. Panel studies
- c. Sampling error
- d. Sampling frame

Q.1 (c) What are the different levels of measurement? Explain with suitable examples

04

Q.2 (a) Distinguish between inductive and deductive logic.

07

- (b) Distinguish between qualitative and quantitative research 07

OR

- (b) Explain the stages in a hypothesis? 07

- Q.3** (a) Distinguish between primary and secondary data. Illustrate your answer with examples. 07

- (b) What do you mean by Editing of data? Explain the guidelines to be kept in mind while editing the statistical data 07

OR

- Q.3** (a) Explain the various types of parametric test. With suitable examples 07

- (b) What are internal and external validity in experiment 07

- Q.4** (a) Explain the types of Errors in Testing Hypothesis with suitable illustration. 07

- (b) Explain in detail random and non random sampling techniques methods. 07

OR

- Q.4** (a) What is good research? Explain the characteristics of the scientific method. 07

- (b) Distinguish between structured, semi-structured, and unstructured interviews. 07

- Q.5** At the end of May 2015, India's Food safety administration (FDA) ordered Nestlé India to recall its popular 2-minute Maggi noodles after tests showed that the product contained high levels of lead and MSG. After the entire controversy is over the company re-launch the product in the market. The company want you know the perspective of its new product. For the same they want to conduct a survey and required your help. 14

Q.1 What is the research process?

Q.2 Which research design you recommend & why?

Q.3 What are the key variables of the study?

Q.4 Which sampling technique you suggest and why?

Q.5 Which instrument you are suggest for data collection purpose

OR

- Q.5** Chocolate chip Cookies is planning on launching a new line of cookies and wants to assess the market size. The cookies are a mixed-chocolate-pineapple flavor and will be targeted at the premium end of the market 14

1. What is the management decision problem?

2. What is the marketing research problem?

3. What might be some specific research questions for this problem?

4. How would you go about researching these questions?
