

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER – I • EXAMINATION – WINTER 2013

Subject Code: 2810006

Date: 03-01-2014

Subject Name: Research Methodology

Time: 10.30 am – 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.

Q.1 (a) Write ten differences between Quantitative v/s Qualitative research. **07**
(b) Find the minimum required sample size for estimating the average return on investment within 0.6% per year with 95% confidence. The standard deviation is believed to be 3% per year. For a given confidence level and desired error of estimation, calculate sample size. **07**

Q.2 (a) What is hypothesis? Describe the types of hypothesis? **07**
(b) Write short notes on Focus Groups. **07**

OR

(b) What is measurement? Explain major criteria for evaluating a measurement tool. **07**

Q.3 (a) Define Projective Techniques. Explain four different types of projective techniques with examples. **07**
(b) What are the decision parameters a researcher should consider when sequencing the questions? **07**

OR

Q.3 (a) What are the various steps of data preparation process? **07**
(b) Explain the common threat to internal and external validity in an experiment. **07**

Q.4 (a) What is experiment? Explain any three types of experimental design? **07**
(b) Describe the secondary source of data collection. **07**

OR

Q.4 (a) Explain with a diagram the different sequences of a research process **07**
Q.4 (b) Develop a Likert scale for measuring the attitude of students towards the Movie(s) as a source of general information **07**

Q.5 (a) Explain univariate, bivariate and multivariate analysis with examples **07**
(b) Explain the different components of a research report. **07**

OR

Q.5 (a) Write the differences between Parametric and non-parametric tests? **07**
(b) What are the four ways to control the extraneous variable? Explain. **07**
