

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA – SEMESTER – I • EXAMINATION – SUMMER • 2015

Subject Code: 2810006

Date: 04-06-2015

Subject Name: Research Methodology

Time: 14.30 pm - 17.30 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]** Answer the following questions with the suitable options: **06**
- 1 Which of the following is the key objective of business research?
 - A. To provide accurate, relevant and timely information to the top management
 - B. To develop the capital of the company
 - C. To get all information collected for the management
 - D. To have all the records of the data
 - 2 Which of the following is an instance of type II error in hypothesis testing?
 - A. There is significant difference between sample statistic and population parameter
 - B. The null hypothesis is accepted although it is false
 - C. The sample static is incorrectly calculated
 - D. The null hypothesis is incorrectly stated
 - 3 Which of the following is/are the preliminary decisions of a questionnaire design?
 1. Required information
 2. Target populations
 3. Interviewing technique

A. Only 1 above	B. Only 1 & 2 above	C. All above	D. Only 1 & 3 above
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 - 4 In which method of sampling, each possible sample has an equal probability being selected and each item in the entire population has an equal chance of being included in the sample?
 - A. Systematic sampling
 - B. Simple random sampling
 - C. Stratified sampling
 - D. Cluster sampling
 - 5 A variable that is presumed to cause a change in another variable is called
 - A. Dependent variable
 - B. Categorical variable
 - C. Dominant variable
 - D. Independent variable
 - 6 Which of the following terms best describe data that is originally collected at an earlier time by different person for different purpose?
 - A. Secondary data
 - B. Experimental data
 - C. Primary data
 - D. Field data

- [B] Explain the meaning of the following terms: **04**
1. Mystery Audit
 2. Ordinal scale
 3. Attitude
 4. Reliability
- [C] Explain various sources of Secondary Data **04**
- Q.2** [A] Explain the major content of research report in detail. **07**
- [B] Explain the differences between qualitative and quantitative research with examples. **07**
- OR**
- Q.2** [B] What are the four levels of measurements? Explain each one with suitable example. **07**
- Q.3** [A] What is focus group? Describe the characteristics and advantages of the focus group. **07**
- [B] ITC is a leading FMCG company in India. ITC wants to launch the fairness cream called “Superia skin care”. Being a researcher conduct research on market potential for the Superia skin care cream. Write a detailed research process for the same. **07**
- OR**
- Q.3** [A] Define projective techniques. Explain four types of the projective techniques with examples. **07**
- [B] Describe the data preparation process in detailed. **07**
- Q.4** [A] Define null hypothesis. State six steps of hypothesis testing procedure. **07**
- [B] Cadbury is planning to launch a new line of cookies and want to assess the market size. The cookies have mixed chocolate pineapple flavor and will target at the premium end of the market. Being a researcher, discuss the six ‘w’s of the descriptive research design and help the top management of Cadbury to achieve the objectives. **07**
- OR**
- Q.4** [A] Explain likert scale and semantic differential scale. Give example of each scale and how these scales are applied in current research scenario. **07**
- [B] The management of a local restaurant wants to determine the average monthly amount spent by the household in restaurant. Some households in the target market do not spend anything at all, whereas other households spend as much as Rs.1000 per month with standard deviation of Rs.350. Management wants to be 95% confident of the findings and does not want an error to exceed plus or minus Rs. 90. **07**
1. What sample size should be used to determine the average monthly household expenditure?
 2. After the survey was conducted, the average expenditure was found to be Rs.1000 and the standard deviation was Rs.325. Construct a 95% confident interval. What can be said about the level of precision?
- Q.5** A number of entrepreneurs have been coming up with initiatives of launching nursery schools. The nursery market has been quite competitive for last few years because of many new entrants. “Prep”, which is one of the city’s upcoming chain of pre-nursery schools, are concerned with the attitude of parents towards the various aspects of a school. In spite of heavy advertisement, the potential parents still rely on word of mouth of existing stakeholders. They have authorized the undertaking of market research study **14**

to gather information and have directed that it should cover the following area such as admissions, school infrastructure, teachers, attitude of staff, meals, fees structure, parent teacher interaction, hygiene condition and so on. Being a researcher of Prep, answer the following questions:

1. What is the management dilemma? Convert the management dilemma into research problems.
2. Write the objectives of the top management of Prep nursery school.
3. Identify the target population of the school.
4. Design a structured questionnaire that can be used to collect the required data.

OR

Q.5 [A] There is a residential locality where the resident comprises Hindus, Sikhs, Muslims, Jains and Christians. Researchers conduct survey to understand the food habits of the residents. Researches apply a sampling method where every fifth house is selected as sample. Which sampling methods are applied by the researcher? Critically examine sampling method in this situation applied by the researcher. **07**

[B] Uma Baxi has decided to open a placement agency. Kindly advice her on: **07**

1. What would be the ideal location for her setup?
2. Who should she target – in terms of both individual and corporate clients?
3. What databases would come in useful here?

What would be the nature of information that would assist her in the task?
How would secondary data sources help her here?
