# GUJARAT TECHNOLOGICAL UNIVERSITY
## MBA Semester –I Examination Dec'11- Jan'12

**Subject code: 2810006**                                    **Date: 30/12/2011**
**Subject Name: Research Methodology (RM)**
**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)**  Define business research. How can it be used in each stage of decision   **07**
making process for development and implementing strategy?
**(b)**  Explain with a diagram the different sequences of a research process.   **07**

**Q.2**  **(a)**  Explain four points of differences between qualitative and quantitative   **07**
research with examples.
**(b)**  What is the function of a focus group? Explain the advantages and   **07**
disadvantages of  focus groups
**OR**
**(b)**  Enlist the different positive advantages of conducting a survey. Compare   **07**
the communication approaches used in a survey.

**Q.3**  **(a)**  Enlist the three parts of measurement definition. Explain the three major   **07**
criteria for evaluating a measurement tool.
**(b)**  Differentiate between purpose of using rating and ranking scales in   **07**
business research? Explain any four types of rating scales with examples.
**OR**
**Q.3**  **(a)**  Describe the three general classes of measurement questions found in a   **07**
questionnaire. Enlist the three critical decision areas for question
construction.
**(b)**  Enlist the reasons for sampling. Explain the five steps of sampling   **07**
design.

**Q.4**  **(a)**  Define data preparation, editing and coding. Prepare a data table for a   **07**
class of 60 students of MBA III semester based on the following
information: Sex (male, female), graduation degree (BBA, B.Comm,
B.E., B.C.A., Any other degree), major functional area of specialisation
(Marketing, Finance, Human Resource and Information Systems) opted
for in the second year of MBA programme. Assume the data and
interpret the result.
**(b)**  Define null hypothesis. State the six steps of hypothesis testing   **07**
procedure.
**OR**
**Q.4**  **(a)**  Differentiate between the two general classes of significance tests. Enlist   **07**
the three questions that a researcher should consider before attempting to
choose a particular significance test. Which statistical technique will be
appropriate when the testing involves two samples, the samples are
independent and the data are interval?

**(b)** A company has re-organized its sales department. The following data show its weekly sales both before and after re-organization. The period for comparison is taken from January to mid March in two successive years.    **07**

Sales (in Rs. Lakhs)

| Week No. | Sales before re-organization | Sales after re-organization |
|----------|------------------------------|------------------------------|
| 1 | 12 | 16 |
| 2 | 15 | 17 |
| 3 | 13 | 14 |
| 4 | 11 | 13 |
| 5 | 17 | 15 |
| 6 | 15 | 14 |
| 7 | 10 | 12 |
| 8 | 11 | 11 |
| 9 | 18 | 17 |
| 10 | 19 | 22 |

The company wants to know if the re-organization of the sales department has contributed positively and significantly to sales. Mention the hypothesis testing procedure for this situation and suggest a test to reach to the conclusion. (Please do not perform any calculation.)

**Q.5** **(a)** Define projective techniques. Explain with illustration four different types of projective techniques.    **07**

**(b)** When is observation as a method of data collection used in research? What are its strength and limitation as a method of data collection?    **07**

**OR**

**Q.5** **(a)** What are experiments? Explain the three types of most widely accepted experimental research designs.    **07**

**(b)** Explain the different components of a research report.    **07**

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