

GUJARAT TECHNOLOGICAL UNIVERSITY**M. E. - SEMESTER – II • EXAMINATION – WINTER • 2013****Subject code: 1721408****Date: 04-01-2014****Subject Name: Research Methodology****Time: 10.30 am – 01.00 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) What is the meaning and objective of research? **07**
(b) Explain the role of research in business decision making. **07**
- Q.2** (a) What are the problems encountered by researches in India? **07**
(b) Explain the research process. **07**
- OR**
- (b) What are the important concepts of a research design? **07**
- Q.3** (a) What is scaling and explain important scaling technique? **07**
(b) Describe the methods of data collection. **07**
- OR**
- Q.3** (a) Prepare the guideline for preparing a questionnaire. **07**
(b) Explain the Univariate and Bivariate analysis. **07**
- Q.4** (a) What is the basic principle of ANOVA? Explain ANOVA technique. **07**
(b) Explain different methods of testing hypothesis. **07**
- OR**
- Q.4** (a) Write about the precautions to be taken in interpretation of data. **07**
(b) Explain the steps in report writing. **07**
- Q.5** Write a note on any two : - **14**
1. Attitude measurement and scales.
2. Chi-Square test.
3. Errors in measurement.
4. Parametric tests.
