

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - II EXAMINATION - SUMMER 2025

Subject Code: MB02092011

Date: 12-06-2025

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.**
- 4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) Alternative hypothesis	02
(b) Dichotomous questions	02
(c) Validity	02
(d) Follow up questions	02
(e) Synopsis	02
(f) Lab experiment	02
(g) Causal research	02
Q.2 (a) What do you mean by Research? Explain the characteristics of good research.	07
(b) What do you mean by Observation? Explain the types of observation.	07
OR	
(b) Projective techniques are powerful tool for the qualitative research analysis. Explain the methods of projective techniques in detail.	07
Q.3 (a) What do you mean by Survey? Explain the survey methods in brief.	
(b) What do you mean by Review of Literature? Explain the role of LR in the research writing.	07
OR	
(a) Explain in detail all non-probabilistic sampling design.	07
(b) Data plays a vital role which leads a researcher to the correct conclusion. Explain various sources of primary and secondary data.	07
Q.4 (a) Data preparation is an important step in the research process. Write down the steps should followed by a researcher for the data preparation.	07

- (b) Khetani industries is a well-known industrialist in the fashion industries. Increasing the online shopping craze, they wanted to understand, what the attraction factors are for the online shoppers. Prepare a questionnaire for this survey. **07**

OR

- (a) what is measurement and scaling? Explain the types of the scaling in detail with examples. **07**
- (b) Write down the research report of your choice by including all the steps of report writing. **07**

Q.5

V Mart is a leading retail chain in India. V Mart is witnessing a decline in sales at its physical stores, despite an increase in customer visits. The footfall of customers is increasing day by day. Still management is facing a major issue. The management suspects that while customers are browsing in-store, they may be choosing to complete their purchases online later, possibly attracted by better deals or the convenience of online shopping. To address this issue, the marketing team plans to conduct research aimed at: Understanding current consumer behaviour regarding in-store versus online purchases. Moreover evaluating the influence of pricing, promotions, and service quality Investigating the impact of store layout and staff interaction on sales They intend to carry out surveys, interviews, and observational studies across five major cities.

- (a) Define the problem statement and research objectives for this study. **07**
- (b) What type of research design would be most appropriate for this situation? Explain. **07**

OR

- (a) Suggest a sampling method and provide a rationale for your choice. **07**
- (b) Propose potential variables that can be measured and how they might be analysed. **07**

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - II EXAMINATION - WINTER 2025

Subject Code: MB02092011

Date: 22-01-2026

Subject Name: Research Methodology

Time: 02:30 PM TO 05:30 PM

Total Marks: 70

Instructions

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) Empirical Research	
(b) Stratified Sampling	
(c) Paired Comparison	
(d) Cross sectional research	
(e) Census & Sample	
(f) Dichotomous Questions	
(g) Experiment	
Q.2 (a) In research methodology, understanding the fundamental differences between qualitative and quantitative approaches is essential for selecting the right design for a study. Based on this, explain the key differences between qualitative and quantitative research methods.	07
(b) Define Business Research and the various steps involved in it with example.	07
OR	
(b) Discuss the key characteristics that define a good research report.	07
Q.3 (a) Define projective techniques. Explain the different projective techniques with examples.	07
(b) ITC is planning to launch a new line of premium cookies with a vanilla-caramel flavour. As a researcher, discuss how you would apply the six 'W's of descriptive research design to help ITC to assess the market size and achieve its objectives.	07
OR	
(a) Explain various sources of Secondary Data in research.	07
(b) A two-wheeler manufacturing company aims to assess the satisfaction level of its customers. As the appointed researcher for this project, design a questionnaire that can effectively gather relevant data to measure customer satisfaction.	07
Q.4 (a) Explain Personal Interview and Mail Interview in detail as Survey Collection Method.	07

- (b) What is research report writing? Discuss the layout of a research report covering all relevant points. 07

OR

- (a) In what situations is observation used as a method of data collection in research? Discuss the strengths and limitations of using the observation method for data collection in detail. 07
- (b) Explain the process of data preparation in detail, highlighting the key steps involved before data analysis. 07

Q.5 Over the past five years, India's online food delivery market has seen explosive growth, with major players like Zomato, Swiggy, Uber Eats (before its India exit), and Dunzo reshaping how customers order meals. These platforms compete intensely by offering discounts, faster delivery, broader restaurant choices, and app-based convenience.

The company wants to investigate what drives customer preference for one food delivery app over another in urban India. They were interested in understanding what the leading factor for selection of the app. The company was aiming to gather insights from a wide range of respondents, including frequent users (ordering multiple times per week) and occasional users (ordering once or twice a month). They also aimed to capture responses across various income levels, age groups, and locations. Zomato has hired you as a research consultant to help them better understand what drives customer preference in India's urban food delivery market.

- (a) Formulate the management problem & research objectives. 07
- (b) Develop the research proposal for the above research. 07

OR

- (a) What type of the research design would you advocate over here? Justify your answer. 07
- (b) Formulate the hypothesis for the given research. 07
