Seat No.:	Enrolment No.

## GUJARAT TECHNOLOGICAL UNIVERSITY MBA – SEMESTER 01 – EXAMINATION – SUMMER 2017

Subject Code: 2810006

•	: 10: etions 1. A 2. N	Tame: Research medical AM TO 01:30 among the second	PM tions	Total Mark	ks: 70
O 1 (a)	Wh	ich scientific method	is a to	op-down or confirmatory approach?	6
<b>Q.1</b> (a)		Deductive method			
1.		Hypothesis method			
		research occurs v	when t	the researcher manipulates the independent	
		able.			
2.	A.	Correlational	В.	Experimental research	
	$\mathbf{C}$	research	D	Coursel communities assessed	
		Ethnography ich correlation is the	D	±	
3.		+.10	B.		
3.		+.90	D.		
				usually require the smallest sample size because	
		ts efficiency?		J 17	
4.		One stage cluster sampling	B.	Simple random sampling	
	C.	Two stage cluster sampling	D.	Quota sampling	
	A v	ariable that is presum	ed to	cause a change in another variable is called	
	a(n)				
5.		categorical variable	B.	dependent variable	
	C.	independent variable	D.	intervening variable	
	And	other name for a Like			
6.	A.	interview protocol	В.	event sampling	
	C.	summated rating scale	D.	ranking	
Q.1	<b>(b)</b>		g of t	he following terms	04
Ų.1	(0)	<ul><li>a. Applied Research</li><li>b. Panel studies</li><li>c. Sampling error</li><li>d. Sampling frame</li></ul>	_	ne following terms	V-1
Q.1	(c)	• •	erent l	evels of measurement? Explain with suitable	04
0.2	(a)	Distinguish betwee	n indi	active and deductive logic.	07

Date: 12/05/2017

	<b>(b)</b>	Distinguish between qualitative and quantitative research			
		OR			
	<b>(b)</b>	Explain the stages in a hypothesis?	07		
Q.3	(a)	Distinguish between primary and secondary data. Illustrate your answer with examples.	07		
	<b>(b)</b>	What do you mean by Editing of data? Explain the guidelines to be kept in mind while editing the statistical data	07		
0.3	(a)	OR Explain the various types of parametric test. With suitable examples	07		
Q.3	(a) (b)	What are internal and external validity in experiment	07		
Q.4	(a)	Explain the types of Errors in Testing Hypothesis with suitable illustration.	07		
	<b>(b)</b>	Explain in detail random and non random sampling techniques methods. <b>OR</b>	07		
Q.4	(a)	What is good research? Explain the characteristics of the scientific method.	07		
	<b>(b)</b>	Distinguish between structured, semi-structured, and unstructured interviews.	07		
Q.5		At the end of May 2015, India's Food safety administration (FDA) ordered Nestlé India to recall its popular 2-minute Maggi noodles after tests showed that the product contained high levels of lead and MSG. After the entire controversy is over the company re-launch the product in the market. The company want you know the perspective of its new product. For the same they want to conduct a survey and required your help.  Q.1 What is the research process?  Q.2 Which research design you recommend & why?  Q.3 What are the key variables of the study?  Q.4 Which sampling technique you suggest and why?  Q.5 Which instrument you are suggest for data collection purpose	14		
		OR			
Q.5		Chocolate chip Cookies is planning on launching a new line of cookies and wants to assess the market size. The cookies are a mixed-chocolate-pineapple flavor and will be targeted at the premium end of the market 1. What is the management decision problem?  2. What is the marketing research problem?  3. What might be some specific research questions for this problem?  4. How would you go about researching these questions?	14		

\*\*\*\*\*