Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA – SEMESTER – I • EXAMINATION – WINTER 2013

Subject Code: 2810006 **Date: 03-01-2014**

Subject Name: Research Methodology

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)**	Write ten differences between Quantitative v/s Qualitative research.	**07**
	(b)	Find the minimum required sample size for estimating the average return on investment within 0.6% per year with 95% confidence. The standard deviation is believed to be 3% per year. For a given confidence level and desired error of estimation, calculate sample size.	**07**
Q.2	**(a)**	What is hypothesis? Describe the types of hypothesis?	**07**
	(b)	Write short notes on Focus Groups.	**07**
		OR	
	(b)	What is measurement? Explain major criteria for evaluating a measurement tool.	**07**
Q.3	**(a)**	Define Projective Techniques. Explain four different types of projective techniques with examples.	**07**
	(b)	What are the decision parameters a researcher should consider when sequencing the questions?	**07**
		OR	
Q.3	**(a)**	What are the various steps of data preparation process?	**07**
	(b)	Explain the common threat to internal and external validity in an experiment.	**07**
Q.4	**(a)**	What is experiment? Explain any three types of experimental design?	**07**
	(b)	Describe the secondary source of data collection.	**07**
		OR	
Q.4	**(a)**	Explain with a diagram the different sequences of a research process	**07**
Q.4	**(b)**	Develop a Likert scale for measuring the attitude of students towards the Movie(s) as a source of general information	**07**
Q.5	**(a)**	Explain univariate, bivariate and multivariate analysis with examples	**07**
	(b)	Explain the different components of a research report.	**07**
		OR	
Q.5	**(a)**	Write the differences between Parametric and non-parametric tests?	**07**
	(b)	What are the four ways to control the extraneous variable? Explain.	**07**

****