Seat No.:	Enrolment No.

Su	bject	GUJARAT TECHNOLOGICAL UNIVERSITY M. E SEMESTER – II • EXAMINATION – WINTER • 2013 t code: 1721408 Date: 04-01-2014 t Name: Research Methodology 10.30 am – 01.00 pm Total Marks: 70	
	struc 1. 2.	ctions: . Attempt all questions. . Make suitable assumptions wherever necessary. . Figures to the right indicate full marks.	
Q.1	(a) (b)	What is the meaning and objective of research? Explain the role of research in business decision making.	07 07
Q.2	(a) (b)	What are the problems encountered by researches in India? Explain the research process. OR	07 07
	(b)	What are the important concepts of a research design?	07
Q.3	(a) (b)	What is scaling and explain important scaling technique? Describe the methods of data collection. OR	07 07
Q.3	(a) (b)	Prepare the guideline for preparing a questionnaire. Explain the Univariate and Bivariate analysis.	07 07
Q.4	(a) (b)	What is the basic principle of ANOVA? Explain ANOVA technique. Explain different methods of testing hypothesis. OR	07 07
Q.4	(a) (b)	Write about the precautions to be taken in interpretation of data. Explain the steps in report writing.	07 07
Q.5		Write a note on any two:-	14

- 1. Attitude measurement and scales.
- Chi-Square test.
 Errors in measurement.
- 4. Parametric tests.
