PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Summer 2018 - 19 Examination

Semester:2   Date:27/04/2019
Subject Code: 06200155   Time: 10:30am to 01:00pm
Subject Name: Research Methodology   Total Marks: 60

Instructions
1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as Directed.

A).Multiple choice type questions/Fill in the blanks.   (Each of 1 mark)   **(05)**

   1. A question during an interview such as "Why do you feel that way?" is known as a _____ .
      a)probe   **c)**response
      b)filter question   **d)**pilot

   2. _____ is a form of quasi –experimental design.
      a) Time series design   **c)**One –shot case study
      b) Pretest – post test control group   **d)** Factorial design

   3. _____ refers to the influence of a single independent variable.
      a) Interaction effect   **c)** Main effect
      b) Reactive effect   **d)** Proactive effect

   4. A technique used when selecting clusters of different sizes is called _____.
      a) simple cluster sampling   **c)** one-stage sampling
      b) complex cluster sampling   **d)** probability proportionate to size Sampling

   5. Stratified sampling intends to _____ precision without increasing cost.
      a)increase   **c)**maintain
      b)decrease   **d)**none of a, b and c

B).Define the following. (Each of 1 mark)   **(05)**
   1.Research problem
   2.Secondary data
   3.History
   4.Experimental design
   5.Trace analysis

C).Direct questions. (Each of 1 mark)   **(05)**
   1.What is Panel?
   2.Describe systematic sampling.
   3.What is one tailed test?-
   4.Describe Likert scale.
   5.What is pantry audit?

Q.2 Answer the following questions.
   A). Differentiate qualitative research from quantitative research.   **(07)**
   B). Explain all the steps of research process in brief   **(08)**
Q.3 Answer the following questions.
   A). Discuss the application of research in functional areas of management.   **(07)**
   B). Explain non probability sampling techniques in detail.   **(08)**

Q.4 Attempt any two questions. **(Each of 7.5 mark)**   **(15)**

   1. Design a questionnaire to measure consumer perception towards GLUCO biscuits of ADH Company.

2. Suppose you are to collect primary data to measure customer brand equity of FAB company through survey, then suggest the survey method to be used by you showing its merits over other survey methods.

3. Discuss implications of Type I and Type II error committed by researcher from decision maker's perspective.

4. Frame three hypotheses for the study of consumer behavior towards health care drinks at Surat city.