PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Winter 2019 - 20 Examination

Semester: 2   Date:12/12/2019
Subject Code: 06200155   Time:10:30 am to 01:00 pm
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. Researcher collects_____ for the specific purpose at hand.

   a) External information   **c)** Experimental information
   b) Secondary data   **d)** Primary data

2. The type of research used to describe things such as the market potential for a product is called _____ .
   a) Causal research   **c)** Descriptive research
   b) Investigative research   **d)** Exploratory research

3. A variable that is presumed to cause a change in another variable is called a(n):_____.

   a)independent variable   **c)**dependent variable
   b)categorical variable   **d)**metric variable

4. _____ is a source of PRIMARY data?

   a) Ibisworld   **c)** The ABS (Australian Bureau of Statistics
   b) Surveys or questionnaires   **d)** online journal databases

5. Likert scale is also called_____.
   a)ranking scale   **c)**sampling scale
   b)summated rating scale   **d)**briefing scale

B).Define the following. (Each of 1 mark)   (05)
1. Dichotomous variable
2. Sampling error
3. Sampling frame
4. Snowball Sampling
5. Research

C).Explain the following in brief   (Each of 1 mark)   (05)
1. Quantitative research
3. Two-tailed test
4. Disguised observation
5. Double barreled question
6. Longitudinal study

Q.2 Answer the following questions.
A). Explain in detail various steps of the research process.   (07)
B). Discuss four levels of measurements.   (08)

Q.3 Answer the following questions.
A). Explain type –I and type –II error in hypothesis testing.   (07)
B). Define projective techniques. Explain two types of the projective techniques.   (08)

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

1.   Prepare a questionnaire to measure customer satisfaction towards Bournvita health drink at Surat city.

2. Frame the RESEARCH PROBLEMS for the following management decision problems.
   a.   Should new product be introduced?
   b.   Should the advertising campaign be changed?
   c.   Should the price of the brand be increased?

3. A marketing manager wants an attractive packing for brand of toothpaste. The research advisor is suggesting a research using experimental research design, the marketing manager wonders whether a research is required for this, and if so, is an experimental research design suitable for this purpose. How would you advise the marketing manager?

4.   In the store project, the marketing research problem is to determine the relative strengths and weaknesses of D - Mart, vis - a - vis other competitors, with respect to factors that influence store patronage. Write at least 5 questions which need to be considered to address the research problem.