

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**MBA, Summer 2017 - 18 Examination**

**Semester: 2**  
**Subject Code: 06200155**  
**Subject Name: Research Methodology**

**Date: 28/05/2018**  
**Time: 10:30am to 1:00pm**  
**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). Choose the correct answer from the given multiple choice type questions (Each of 1 mark) (05)**

1. Research gap can be identified using \_\_\_\_\_
 

a) Executive summary	c) Data collection
b) Literature review	d) Research proposal
  
- 2 The management decision problem focuses on \_\_\_\_\_, while the marketing research problem focuses on \_\_\_\_\_.
 

a) symptoms; solutions	c) solutions; underlying causes
b) symptoms; underlying causes	d) none of the above
  
- 3 The statement 'An effect cannot be produced by an event that occurs after the effect has taken place,' refers to \_\_\_\_\_.
 

a) the time order of occurrence of variables	c) concomitant variation
b) the role of evidence	d) the elimination of other possible factors
  
- 4 Which experimental design means that two groups of test units were randomly assigned to two different treatment groups at the same time, and the dependent variable was measured in the two groups simultaneously?
 

a) R X <sub>1</sub> O <sub>1</sub>	c) X O <sub>1</sub> O <sub>2</sub>
R X <sub>2</sub> O <sub>2</sub>	X O <sub>1</sub> O <sub>2</sub>
b) R X <sub>1</sub> O <sub>1</sub>	d) R X <sub>1</sub> O <sub>1</sub>
O <sub>2</sub> X <sub>2</sub> O <sub>2</sub>	R X <sub>1</sub> O <sub>1</sub>
  
- 5 Consider a scale from 1 to 100 for locating consumers according to the characteristic "attitude toward department stores." Each respondent is assigned a number from 1 to 100 indicating the degree of (un)favorableness, with 1 = extremely unfavorable, and 100 = extremely favorable. \_\_\_\_\_ is the actual assignment of a number from 1 to 100 to each respondent. \_\_\_\_\_ is the process of placing the respondents on a continuum with respect to their attitude toward department stores.
 

a) Measurement; Scaling	c) Scaling; Measurement
b) Scaling; Ranking	d) Ranking; Measurement

**B).Define the following. (Each of 1 mark)**

**(05)**

- 1.Double barreled questions
- 2.Sampling frame
- 3.Types of non probability sampling
- 4.Steps involved in hypothesis testing
5. techniques to control the Extraneous Variable

**C).Direct questions. (Each of 1 mark)**

**(05)**

1. Type I and type II error
2. Reliability vs Validity
- 3.Ethnographic research
- 4.Leadng questions
- 5.Types of information in a questionnaire

**Q.2 Answer the following questions.**

A).Compare and contrast the exploratory, descriptive, and causal research designs.

**(07)**

B).Differentiate between Qualitative v/s Quantitative research

**(08)**

**Q.3 Answer the following questions.**

A). Write a short note on True experimental designs

**(07)**

B).Write a short note on types of research designs.

**(08)**

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

**(15)**

1. You are appointed as a research analyst by Pepsi Co. You are informed to compare the market of Pepsi beverages with Coca-cola beverages. Develop the questionnaire to measure the market performance of both.

2. Give example of each of the scaling techniques mentioned below:  
Likert scale, Stapel, Semantic Differential, Rank Order, Paired comparison, Constant sum. Classify which of these are comparative scaling techniques and which are non comparative scaling techniques

3. A survey of CPAs across the United states found that the average net income for sole proprietor CPAs is \$74,914. Because the survey is now more than 15 years old an accounting researcher wants to test this figure by taking a random sample of 112 sole proprietor accountants in USA to determine whether the net income figure changed. Assume the standard deviation is \$14,530 and sample mean is \$78,695. By using this 0.475 area and Standard Normal table, the Critical value of z can be obtained as  $Z_{\alpha/2} = \pm 1.96$

4. Identify the type of scale used in the following statements (Write Scale in case of interval and ratio) also mention the characteristic of the scale which has been identified:

1. What is the colour of your hair ?

- Black
- Brown
- Blonde
- Gray
- Other

2. How do you feel today?

- Very unhappy
- unhappy
- Ok
- Happy
- Very happy

3. What is your household income?

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4. How much time do you spend in travelling to school daily?

- Under 5 minutes
- 5-10 minutes
- 11-15
- 16-20
- 21-25

5. Rank the following from 1 for most preferred and 5 for least preferred option

- Close up
- Colgate
- Pepsodent
- Dantkranti
- Cibaca

6. Rate the following attributes of detergent from 1 for most preferred to 5 for least preferred

Cleaning 1 2 3 4 5

Foam 1 2 3 4 5

Colour 1 2 3 4 5

7. You should use Indian Products

- strongly disagree
- disagree
- neutral
- agree
- strongly agree