Seat No: _____   Enrollment No:_____

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Winter 2018 - 19 Examination

Semester: 5   Date: 29/10/2018
Subject Code: 06101332   Time: 02:00pm to 04:30pm
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. The _____ method consist of studying several individual cases and drawing a
    a) Inductive   c) Deductive
    b) Collection   d) Editing

2 _____ research conducted when researcher has no or little information about study.
    a) Historical   c) Ex-Post-Factor
    b) Exploratory   d) Case Study

3 The Aggregate of all the units pertaining to study is called the ____
    a) Sample   c) Unit
    b) Area   d) Population

4 ____ method means deliberate selection of sample units that confirm to some pre-determined criteria
    a) Simple Random   c) Purposive
    b) Convenience   d) Stratified

5 All Research begins with a____
    a) Answer   c) Objective
    b) Sample   d) Question

B).Define the following. (Each of 1 mark)   (05)
1. Degree of Freedom
2. Hypothesis
3. Research
4. Descriptive research
5. Sampling

C).Direct questions. (Each of 1 mark)   (05)
1. Mention any two types of sampling techniques.
2. What are the differences between primary and secondary data?
3. Why the focus group is the most popular qualitative research techniques?
4. What is Type I Error and Type II Error?
5. Difference between Parametric test and Non-Parametric test

Q.2   Answer the following questions.
  A). What are the differences between qualitative and quantitative research technique?   **(07)**
  B). Explain the research process in detail.   **(08)**

Q.3   Answer the following questions.

  A). There is a residential locality where the residents comprise Hindus, Sikhs, Muslims, Jain and Christian. A survey is conducted to understand the food habits of the residents. Every 7th house is selected as the sample. Critically examine the sampling scheme.   **(07)**

  B). "Hypothesis are the guiding force in any research study" Justify and explain.   **(08)**

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

a)
You work for a high-tech company and asked to do a study of people's responses to your adverting, specifically your boss wants to know which ads in a service are especially appealing or interesting to consumers.
Your recommendations will be used to determine the products copy mix. Explain how your will obtain this information what methods will you use and why?

b)
The diet drink manufacturer in the study finds that young women are more health conscious and are looking at low calories options. Thus, any communication or advertisement for the product has to emphasize the health aspect.
The purchase probability is also influenced by their education level & the nature of their profession. Other factor such as available brand, celebrity endorsement & dietitian's recommendation also has an impact on them.
   a) Identify your research Problem and hypothesis.
   b) Identify and classify the variable under study.
   c) Is it possible to generate a theoretical framework for the study?

c)
Develop a questionnaire for the determining how students/youth select restaurant.

d)
A Certain drug is claimed to be effective in curing colds. In an experiment on 164 people with code, half of them were given the drug and half of them given sugar pills. The patients' reactions to the treatment are recorded in the following table. Test the hypothesis that the drug is no better than sugar pills for curing colds. (Tabular value of Chi-square is 5.991)

	Helped	Harmed	No effect
Drug	52	10	20
Sugar Pills	44	12	26