

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
IMBA Summer 2018- 19 Examination

Semester: 8
Subject Code: 06200155
Subject Name: Research Methodology

Date: 17/05/2019
Time: 10:30 am to 01:00 pm
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. Use of Descriptive Research is to describe the characteristics of relevant groups, such as consumers, salespeople, organizations, or market areas
 - a) TRUE
 - b) FALSE
2. Which ONE of these quantitative methods is being used more nowadays?
 - a) Online research.
 - b) Face-to-face interviewing.
 - c) Postal interviewing.
 - d) Telephone interviewing.
3. Which ONE of these is NOT an intrinsic factor?
 - a) The questionnaire style.
 - b) The interviewer's voice.
 - c) The interview situation.
 - d) The informant's memory.
4. A primary data collection method that involves tracking behaviour over a period of time is
 - a) Observation.
 - b) Browsing.
 - c) Sampling.
 - d) Testing.
5. Mystery shopping is a form of:
 - a) Questionnaire.
 - b) Postal survey.
 - c) Analysis.
 - d) Observation.

B). Define the following. (Each of 1 mark)**(05)**

1. Analytical model
2. Research design
3. Primary data
4. Natural observation
5. Concomitant variation

C). Direct questions. (Each of 1 mark)**(05)**

1. What is Qualitative Research?
2. What are Mini groups?
3. What is meaning of Independent variables?
4. What is Statistical designs?
5. Explain Ordinal scale.

Q.2 Answer the following questions.**A). Explain marketing research process in detail.****(07)****B). Explain 7Cs of interaction of research.****(08)****Q.3 Answer the following questions.****A). Discuss various Criteria for Evaluating Survey Methods with examples.****(07)****B). Discuss Classification of Scaling Techniques in details.****(08)****Q.4 Attempt any two questions. (Each of 7.5 mark)****(15)**

- 1 What are the various Criteria for the Selection of Test Markets?
- 2 Explain questionnaire Design Process in detail.
- 3 Explain the Sampling Design Process.
- 4 Explain cluster sampling with its merits and demerits.