

**GUJARAT TECHNOLOGICAL UNIVERSITY****SEMESTER- 1 EXAMINATION – WINTER 2012****Subject code: 2810006****Date: 05/01/2013****Subject Name: Research Methodology****Time:14:30 – 17:30****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

<b>Q.1</b>	(a)	Defining research problem and also briefly discuss the process of formulating the problem.	<b>07</b>
	(b)	Explain characteristics of business research.	<b>07</b>
<b>Q.2</b>	(a)	Define primary and secondary data? What are the advantages and disadvantages of primary data and secondary data?	<b>07</b>
	(b)	The campus food service would like to determine how many people eat in the student cafeteria. List the survey method that could be used to obtain this information. Which method is best? Why?	<b>07</b>
		<b>OR</b>	
	(b)	Compare and contrast the exploratory, descriptive, and causal research designs.	<b>07</b>
<b>Q.3</b>	(a)	List down different comparative scaling techniques. Also explain any two comparative scaling techniques.	<b>07</b>
	(b)	Define probability and non probability sampling. Also explain systematic random sampling method.	<b>07</b>
		<b>OR</b>	
<b>Q.3</b>	(a)	Explain likert scale and Semantic Differential scale. Also give example of each scale.	<b>07</b>
	(b)	Explain convenience and quota sampling methods.	<b>07</b>
<b>Q.4</b>	(a)	Explain type-I and type-II error in hypothesis.	<b>07</b>
	(b)	Briefly explain different steps of report preparation and presentation process.	<b>07</b>
		<b>OR</b>	
<b>Q.4</b>	(a)	Define and explain difference between z-test and t-test.	<b>07</b>
	(b)	List down classification of multivariate techniques and explain any one technique.	<b>07</b>
<b>Q.5</b>	(a)	Explain the scope of business research.	<b>07</b>
	(b)	Discuss different criteria for evaluating survey methods.	<b>07</b>
		<b>OR</b>	
<b>Q.5</b>	(a)	Briefly explain the steps involved in the questionnaire design process.	<b>07</b>
	(b)	Define and explain difference between cross-tabulation and frequency distribution.	<b>07</b>

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