

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
Ph.D. COURSE WORK EXAMINATION – 2024 (REMEDIAL)

Subject Code: PHD2001

Date: 01/09/2024

Subject Name: Research Methodology_Management & Humanity-English

Time: 01:30 PM – 03:00 PM

Total Marks: 35

Instructions:

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

- Q.1** (a) A researcher is planning to carry out ‘A study on usage of OTT platforms among Gen Z users in Gujarat’. Being a researcher, which research design you will suggest to the researcher? Why? Also discuss one method of the said research design in brief. **10**
- (b) Review of Literature is the Lighthouse for the researcher. Explain the statements in light of importance of Literature review. **05**
- Q.2** (a) Validity is the concept used to evaluate the quality of research. Discuss any one method of validity with suitable example **05**
- (b) Development of theoretical model is very much important in any research. Discuss the theoretical model on which you are planning your Ph. D study. **05**
- Q.3** (a) What is the Research Gap? In line with your Ph. D. topic discuss the research gap identified by you. **05**
- (b) The non-parametric tests are always used for Qualitative data. In line with this statement discuss any one non-parametric test with hypothetical data. **05**
