

GUJARAT TECHNOLOGICAL UNIVERSITY
RESEARCH METHODOLOGY EXAM – 2018 (REMEDIAL)

Subject Code: PH001 [PHM]
Subject Name: Research Methodology
Time: 2:00 to 5:00 p.m.

Date: 01/09/2018

Total Marks: 70

Instructions:

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

- Q.1** Explain the meaning of following with suitable research applications **10**
(i) Focus Group, (ii) Snow ball sampling, (iii) Split half reliability, (iv) Intervening variables, (v) Random sampling error
- Q.2** As a faculty you are given the task to complete a research project that was left incomplete by another faculty member at the stage where data collection work was about to start. Make a re proposal to complete the project. **20**
- Q.3** Survey can provide sound information on what action the sample do in future. Do you agree or disagree with this statement. Why? **10**
- Q.4** There is a residential locality where the residents comprises of Hindus, Muslims, Jains, Sikhs and Christians. A survey is conducted to understand the food habits of these residents. Every 7th household is selected as the sample. Critically examine the sampling scheme. **10**
- Q.5** A research was undertaken to ascertain the attitude of the shoppers of major cities of Gujarat towards the mall shopping experience. The researcher had identified the following objective. **20**
 1. To understand the shopping behavior of such shoppers of major cities of Gujarat.
 2. To understand the parameters that influences his/ her selection of a mall.
 3. To understand the respondents spending pattern in the mall.
 4. To understand the respondents awareness about the malls in major cities of Gujarat.
 5. To understand the respondents evaluation and satisfaction with respect to malls that he/ she has shopped in.
 6. To adequately profile the typical mall shopper of the major cities of Gujarat.

You are instructed to make a questionnaire that comprises of questions related to the above objectives of research.
