Gujarat Technological University
RESEARCH METHODOLOGY EXAM - 2018 [REGULAR]

Subject Code: PH001 [PHM]   **Date: 21-07-2018**
Subject Name: Research Methodology
Time: 2.30 PM to 5:30 PM   **Total Marks: 70**

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

Q1) Explain the meaning of following terms with suitable research application: **10 marks**
   a) Panel studies
   b) Plagiarism
   c) Composite hypothesis
   d) Discriminant validity
   e) Proto type testing

Q2) You are marketing and research head of Parle India Ltd. Company wants to launch its new range of chocolates in various cities of Gujarat. As marketing and research head, which six ways of descriptive research would you use to define the market. Explain the same with proper logic and example.   **10 marks**

Q3) Wini is a leading company manufacturing deodorants in Gujarat. The company now wants to launch its new range of perfumes under the brand name of "Dominion". You are to conduct a market research to determine its market potential so write a detailed research process for the same.   **10 marks**

Q4) Flourish – New Ice cream business   **20 marks**
Flourish, a leading name in agri business products wants to set up soft cone vending machines in various shopping places. The USP of the ice cream is that it is less sweet, has low calories yet very thick and creamy. They have five non-fruit flavours – Vanilla, Dark Cocoa, Coffee, Butterscotch and Strawberry. They also have unique real fruit flavours like Orange, Kiwi, Guava and Watermelon.
Before launching the ice cream, they need to know the customer preferences in terms of buyer behaviour, spending power and frequency of eating ice cream.
   a) As a researcher, which research design would you use? Justify your choice.
   b) Which scaling technique would you recommend for measuring the collected data?
   c) Which sampling technique would you use and which parameters would you consider while making your questionnaire?

Q5) Do as directed: **20 marks**
   a) Explain any two parametric and no-parametric tests, stating the purpose of using the test.
   b) State the difference between sampling and non sampling error.
   c) State the various type of reliability measure.
   d) State in brief the various referencing techniques available to a researcher.
   e) Write a note on qualitative research.