Seat No.: _____

Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

PhD - SEMESTER–I EXAMINATION – SUMMER 2018

Subject Code: PHM001

Subject Name: Research Methodology (

Date: 24-05-2018

Time: 02.30 pm to 05:30 pm

Total Marks: 70

Instructions:

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

Q.1	Explain the meaning of following terms with its research applications:	10
1	Mystery Audit	
2	Pilot Testing	
3	Extraneous variable	
4	H.Index	
5	Research Gap	

Q.2 "A research scholar has to work as a judge and deliver the truth and not as a pleader who is only eager to prove his case in favour of his plaintiff'. Discuss the statement pointing out the objective of research. **10**

Q.3 At the end of May 15, India's Food Safety Administration (FDA) ordered Nestle India to recall its popular 2 minutes Maggie noodles after tests showed that the product contains high levels of lead and MSG. After the entire controversy is over, the company re-launched the product in the market. The company wants to understand the perspective of its new product, for that you are appointed as a research advisor. Kindly help top management in the following issues: **20**

1. What is the research process of Nestle Maggie?
2. Which of the research designs, do you recommend? Why? Give your justification.
3. What are the key variable categorical and continuous you consider while forming the questionnaire?

Q.4 There is a residential locality where the residents comprises of Hindus, Sikhs, Muslims, Jains and Christians. Researcher conducted survey to understand the food habits of the residents. Researcher applied sampling methods where every fifth house is selected as sample. Which sampling would be applied by the researcher? **10**

Q.5	Write a note on following:	20
1	Experimental and Empirical research	
2	Impact factor and Citations	
3	Ethical issues in Research	
4	Reliability and Validity	
5	One tailed Test vs. Two tailed Test	

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