

**GUJARAT NATIONAL LAW UNIVERSITY
GANDHINAGAR**

**Course: Business Research Methods
Semester-III (Batch: 2018-23)**

End Semester Examination: October-2019

Date: 24th October, 2019

Duration: 3 hours

Max. Marks: 50

Instructions:

- Read the questions properly and write the answers in the given answer book.
- The respective marks for each question are indicated in-line.
- Do not write anything on the question paper.
- Indicate correct question numbers in front of the answers.
- No questions or clarifications can be sought during the exam period, answer as it is, giving reason, if any.

Q.1 Answer the following questions (any four):

Marks

(4x7

=28)

- (a) What is business research? Discuss its importance and application in ever-changing business dimensions.
- (b) Differentiate between Qualitative and Quantitative research with a suitable examples.
- (c) Discuss various ethical issues involved in the research process.
- (d) 'Interpretation is an art of drawing inferences, depending upon the skill of the researcher.' Discuss with relevant examples.
- (e) What is research design? Discuss its importance in the research process.

Q.2 Write short note on the following (any three):

(3x5

=15)

- (a) Components of research report
- (b) Behavioral and non-behavioral observation techniques
- (c) Primary data versus Secondary data
- (d) Type I and Type II error

Q.3 'ABC consulting service' offers personalized investment advice to its customers. The firm is located at a prime location in Mumbai, where corporate offices of major multinational companies are situated. The organization has a huge customer base of 2,500 platinum and 3,500 gold customers (based on the investment of over Rs. 10 lakh and between Rs. 5 to 10 lakh respectively).

(07)

The management of ABC is looking at expanding its operations in Ahmedabad and is interested in understanding (i) the demographic profile and (ii) financial & investment profile of potential individual household customers.

Prepare a questionnaire for conducting this survey to collect the required information.
