

GUJARAT NATIONAL LAW UNIVERSITY
GANDHINAGAR
Course: **Business Research Methods**
Semester-III (Batch: 2019-24)

End Semester Online Examination: December 2020

Date: 27th December, 2020

Duration: 8 hours

Max. Marks: 50

Instructions:

- The respective marks for each question are indicated in-line.
- Indicate correct question numbers in front of the answer.
- No questions or clarification can be sought during the exam period, answer as it is, giving reason, if any.

	Answer Any five	Marks
Q.1	<i>Different types of levels of measurement scales are used in a questionnaire to get different insight into the information collected and allied analysis for the research undertaken.</i> Critically evaluate the statement using relevant examples.	(10)
Q.2	Following are some of the general challenges faced by the Indian MSME sector: <ul style="list-style-type: none">● Delayed payments by large industry players● Low managerial capability● Low Return of Investment● Lack of suitable technology● Low production and productivity● Ineffective marketing strategies● Lack of skilled labor and training● Declining exports of total exports	(10)

A research is required to be undertaken on any one of the above listed challenges. The outcome of the same can be submitted in the form of recommendations to the policy makers.

In this regard, you are required to prepare a suggestive research design on any one of the above listed challenges, comprising of:

- i. Problem statement
- ii. Scope of the study
- iii. Sample size
- iv. Method of data collection

Note: Assume the variables you feel appropriate to justify your answer.

- Q.3 *'To get insight into the perspective of top level executives about some critical business decisions, the depth interview is the best suitable data collection technique'* – do you agree with the statement? Justify your view with suitable examples. (10)
- Q.4 Quantitative research deals with the questions like, 'what' happened & 'how often' happened; whereas, qualitative research deals with 'how (process)' and 'why' things happened as they do' – Justify the statement with suitable examples. (10)
- Q.5 One leading automobile company has recently launched an e-vehicle (electrical vehicle) in the two-wheeler segment to promote the green India mission. The company wants to conduct a research about consumer perception and opinion about the newly launched product. (10)
- Using appropriate scale, develop an appropriate questionnaire which can be used for this research. The questionnaire should be comprising of 16 to 18 questions and will be administered personally. (Assume the variables you feel appropriate).
- Q.6 *'Literature review is the backbone of any research'* – justify the statement with suitable business specific examples. (10)
