

**GUJARAT NATIONAL LAW UNIVERSITY
GANDHINAGAR**

Course: **Business Research Methods**
Semester- III (Batch: 2021-26)

End Semester Examination: November 2022

Date: 13th Nov, 2022

Duration: 3 hours

Max. Marks: 50

Instructions:

- Read the questions properly and write the answers in the given answer book.
- Do not write anything on the question paper.
- 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.
- Word limit: 10 marks: 600-650 words, 5 Marks: 300-350 words.

(Answer Any Five)		Marks
Q.1	a) What is a research report? What is the significance of the report in the research process? b) What is descriptive analysis? Why is descriptive analysis required in research?	(5x2=10)
Q.2	What is 'sampling design'? Describe the process of creating a sampling design.	(10)
Q.3	Write short notes on any two of the following: a) Scales of measurement b) Correlation and regression analysis c) Hypothesis testing	(5x2 = 10)
Q.4	Read the given paragraph and answer the following questions: A sales manager is concerned about a newly hired sales representative, 'Ms. Shalini'. The sales figure for her territory has not been good. The article that the manager read on sales performance frequently mentioned the factors as important to job performance as - a number of calls made per day, negotiation skills, and the activeness of employees. In several of the articles, it was also indicated that if the salespeople are lazy, then they tend to make fewer calls per day. He also read that the motivation levels of employees are of great importance in a sales job. For the given situation, answer the following questions: Questions: a) Define the problem and identify different types of research variables b) Develop at least four hypotheses (Null & Alternative Hypotheses for each four).	(5x2 = 10)
Q.5	Differentiate between 'verbal data' and 'data beyond talk' in qualitative research. Discuss any four methods of data collection in qualitative research.	(10)
Q.6	As a business research consultant in your home town, you are required to find out -	(10)

- a) whether people think hybrid electric cars (the one which operates on both petrol as well as batteries) are good for the environment and
- b) their purchase inclination towards hybrid cars.

Develop the structured close-ended questionnaire for the objectives stated above. Assume the required variables your own.
