Navrachana University
School of Business and Law
End-Semester Examination November 2017
SYMBA and Semester- III
Course – Research Methodology and Course Code- HS102

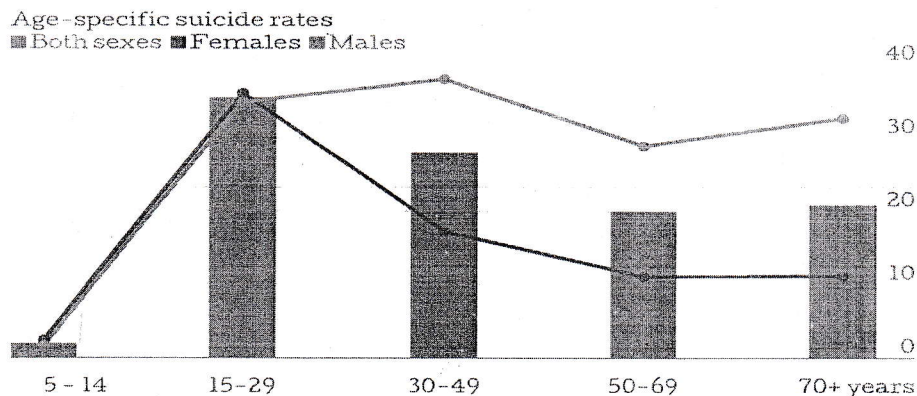Date: 24th Nov 2017   Marks: 40
Time: 3.30 PM to 5.30 PM

Instructions:
→ Write each answer on a new page
→ Use of a calculator is permitted

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Q1.   Detail out the different steps involved in a research process for this study "The Most Successful Startups Have Hands-On Founders"   12 Marks

Q-2) **Infer from the data and answer the questions.**   12 Marks

Age-specific suicide rates
Both sexes ▪Females ▪Males

Source - https://scroll.in/article/694364/four-charts-show-why-indiasuicide

A Study from WHO indicating the suicide rates in India among different age group and gender. The data in Y axis is in percentage exhibiting deaths per annum in India. For clarity above line is of male.

Answer the following questions:-
1) What is/are the Research inquiry?
2) Identify Research questions.
3) Define variables for the study.
4) Define the objectives of the study.

Q-3 Two hundered randomly selected adults were asked the following questions regarding TV show. These responedents were categorized by gender and age.
a) Whether TV shows as a whole are primarily entertaining, educational or waste of time.
b) Rate your over-all satisfaction with the storyline of the top 5 shows (On a scale of 1-highly dissatisfied to 5-highly satisfied)

c) Rank your preference towards different genres of the TV shows (suspense, thriller, romantic, comedy and reality shows)

d) How many points out of 100 will you give to your favourite TV show? Also mention the name of the show.

Answer the question given below:- 10 Marks

3.1) Set Research Objectives.

3.2) Identify the scale of measurement for the responses that will be received for Question a, b, c and d

3.3) Mention the appropriate descriptive statistics that can be used for the statistically describing the data in Question a, b, c and d

The following table gives the cross-tabulation of opinion of people and gender. Which statistical test should be used to establish the existence of significant relationship between gender and opinion.

3.4) Based on this data, *is this evidence convincing that there is a relationship between gender and opinion in the population ? Why or why not?*

	Opinion			
Gender	Enterining	Educational	Waste of Time	Total
Female	52	28	30	110
Male	228	12	50	90
Total	80	40	80	200

3.5) The following table gives the cross-tabulation of satisfaction rating of people and age. Which statistical test should be used to establish the existence of significant relationship between age and satisfaction and why? Write the Null hypothesis, If $\alpha=0.05$, what should be the range of 'p' in order to prove statistically significant relationship between age and satisfaction.

Age (in years)	Satisfaction				
	Highly dissatisfied	Dissatisfied	Satisfied	Highly satisfied	Total
16-25	10	5	5	30	50
26-35	15	15	10	10	50
36-45	20	10	10	10	50
46 and above	15	20	10	5	50
Total	60	50	35	55	200

Q-4) What is the importance of qualitative data in research? How it is collected and processed? Explain this with an example. 6 Marks