POST GRADUATE DIPLOMA IN GLOBAL BUSINESS LEADERSHIP

00038

Term-End Examination
December, 2012

MGB-012 : RESEARCH METHODS

Time : 3 hours   Maximum Marks : 100

Note : *Answer* **any five** *questions.* **All** *questions carry* **equal** *marks.*

1. Research is about removing biases in our thinking.   **20**
    Are research results free of biases ? Explain with
    the help of suitable examples.

2. (a) Distinguish between descriptive and   **10**
         inferential in the context of a research.

    (b) Distinguish between true experimental and   **10**
         quasi experimental.

3. What do you mean by research hypothesis ? Give   **20**
    an example of research hypothesis in Quantitative
    and Qualitative research.

4. Action research is a problem based research.   **20**
    Explain different steps in action research.

5. Explain the meaning of central tendency and   **20**
    dispersion in descriptive statistical analysis.

6. (a) What is a representative sample ?   **10**

    (b) Explain the concept of a scatter diagram. **10**

7. (a) Explain the concept of a correlational   **10**
         research design.

    (b) What is co-efficient of determination ?   **10**

8. In the marketing of a product the quantification   **20**
    of sales potential of a company is p-necessary to
    guide the production department of a company.
    Explain the suitable research design.

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