

EXECUTIVE MBA
(EXMBA)

Term-End Examination

June, 2013

MCT-061 : RESEARCH METHODOLOGY

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

1. Defining a research problem is half the work done. 20
What is meant by the statement ? Do you agree with it ?
2. (a) What is a research design and its importance ? 10
(b) Differentiate between Exploratory Research and Descriptive Research. 10
3. (a) What are the sources available for data collection at exploratory stage ? 10
(b) Discuss Case study method. 10
4. Explain in detail the factors that determine sample size. 20
5. Explain different types of scales and their properties. 20

6. Write short notes on *any four* : 4x5=20
- (a) SPSS
 - (b) Editing
 - (c) Coding
 - (d) Transcription of Data
 - (e) Pictographs
7. (a) Discuss systematic random sampling technique. 10
- (b) In your study, the population size is 200 and the population elements are numbered from 1 to 200. A sample of size 20 is required to be chosen by using systematic sampling technique. If the first number chosen is 7, What will be second, the third and 20th. 10
8. (a) What are the major sub-divisions of a research report ? 10
- (b) What is primary purpose of a method and procedure section ? What is goal of executive summary ? 5+5
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