

EXECUTIVE MBA
(EXMBA)

Term-End Examination
December, 2011

MCT-061 : RESEARCH METHODOLOGY

Time : 3 hours

Maximum Marks : 100

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

1. Explain a business philosophy that embodies the belief that the management process must focus on integrating customer-driven Quality throughout the organisation. What is its implication for business research ? 20
2. What are the different stages of business research ? Explain two stages in business research. 20
3. (a) What is the source of external data ? 10
(b) Distinguish between qualitative and quantitative research. 10
4. (a) What is an evaluation research ? 10
(b) Explain the importance of survey research in a business organisation. 10

5. Discuss the layout of an internet questionnaire. 20
Why is pretesting of questionnaire important ?
6. (a) Distinguish between case study and focus 10
group interview.
(b) Explain type I and type II errors in 10
hypothesis testing.
7. (a) What do you mean by t-distribution ? 10
Describe its characteristics.
(b) Examine two methods of sampling. 10
8. Write short notes on the following :
- (a) Normal distribution 10
(b) Degrees of freedom 10
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