POST GRADUATE DIPLOMA IN GLOBAL BUSINESS LEADERSHIP

Term-End Examination

December, 2011

MGB-012 : RESEARCH METHODS

Time : 3 hours   *Maximum Marks : 100*

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

1. Business research is defined as the systematic and objective process of generating information to aid the making of business decisions. Explain. **20**

2. (a) How do you identify a research problem ? **10**

   (b) Distinguish between Qualitative and Quantitative research. **10**

3. Explain the usefulness of secondary data in model building and data based marketing. **20**

4. (a) Explain the advantages of internet sampling. **10**

   (b) Explain the types of error in survey research. **10**

5. Explain different types of scales and their properties.   20

6. (a) What do you mean by degrees of freedom ?   10

   (b) Explain the characteristics of the t-distribution.   10

7. How to design a good Questionnaire ? Why is pretesting of Questionnaire important ?   20

8. Write short notes on the following.

   (a) Index Number   10

   (b) Central limit theorem   10

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