

**EXECUTIVE MBA  
(EXMBA)**

**Term-End Examination  
June, 2011**

**MCT-061 : RESEARCH METHODOLOGY**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Answer any five questions.*

*All questions carry equal marks.*

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1. Information reduces uncertainty. In the light of 20  
above statement explain the usefulness of business  
research.
  2. (a) What do you mean by Pilot Study ? What 10  
are its advantages ?  
(b) Explain the importance of measurement in 10  
business research.
  3. What is exploratory research ? Explain different 20  
categories of exploratory research.
  4. (a) Explain few guidelines to develop a good 10  
questionnaire.  
(b) What are the basic questions in the selection 10  
of a sample ?

5. What is the importance of measurement of attitude in business research ? Explain Lickert scale for measuring aptitude. 20
6. (a) Explain Chi Square test with a suitable example. 10
- (b) Explain different stages of data analysis. 10
7. (a) What is normal distribution ? Describe its characteristics. 10
- (b) What do you mean by descriptive statistics ? 10
8. Write short notes on the following :
- (a) Qualitative research. 10
- (b) Longitudinal study. 10
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