

**EXECUTIVE MBA
(EXMBA)**

**Term-End Examination
December, 2013**

MCT-061 : RESEARCH METHODOLOGY

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions.

All questions carry equal marks.

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| 1. | (a) | What are various purposes of a research ? | 10 |
| | (b) | Differentiate between pine research and applied research. | 10 |
| 2. | (a) | What is exploratory research and its purpose ? | 10 |
| | (b) | Discuss focus Group as a technique of defining the problem. | 10 |
| 3. | (a) | Define secondary data ? | 6 |
| | (b) | Indicate the dangers involved in use of secondary data. | 7 |
| | (c) | What precautions are to be observed before using secondary data ? | 7 |
| 4. | (a) | What are the salient features of Survey Research ? | 10 |
| | (b) | Give advantages and disadvantages of Survey Research. | 10 |

5. (a) What is pre-test and why is it done ? 10
(b) What are various methods of conducting a pre-test ? 10
6. Write short notes on **any four** : 4x5=20
(a) Index numbers.
(b) Central limit Theorem.
(c) Factor Analysis.
(d) Cluster Analysis.
(e) Preparation of Research Reports.
7. Explain random sampling and stratified random sampling. Give their relative merits and demerits. 20
8. Consider the following question as a parts of questions are : 20
(a) Give your preference by ranking the following brands of TV Sony, Panasonic, Toshiba, Phillips.
(b) I am an avid believer to buy only Indian made products (strongly agree to strongly disagree).
(c) Your gender.
(d) You are willing to spend Rs._____ for buying a TV. Discuss the different scales in which the above data will be collected.
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