

POST GRADUATE DIPLOMA IN GLOBAL  
BUSINESS LEADERSHIP

Term-End Examination

June, 2013

MGB-012 : RESEARCH METHODS

Time : 2 hours

Maximum Marks : 50

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

1. What are the sources from which one may be able to identify research problem ? Explain in brief. 10
2. (a) Formulation of a problem is often more essential than its solution. Comment. 5  
(b) Differentiate between Descriptive Research and Causal Research. 5
3. (a) Differentiate between internal and external secondary data. 5  
(b) What is Syndicated data ? 5
4. (a) What is systematic random sampling technique ? 5

- (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 the 20<sup>th</sup> ? 5
5. Write short notes on *any four* : 4x2.5=10
- (a) SPSS
  - (b) Editing
  - (c) Coding
  - (d) Transcription of Data
  - (e) Pictographs
6. What is a hypothesis ? Explain Null Hypothesis and Alternate Hypothesis. 10
7. What are various purposes of research ? Differentiate between pure research and applied Research. 10
8. What are various Probability Random Sampling technique ? Explain Stratified Random Sampling. 10
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