POST GRADUATE DIPLOMA IN GLOBAL BUSINESS LEADERSHIP

00428

Term-End Examination

June, 2011

MGB-012 : RESEARCH METHODS

Time : 3 hours *Maximum Marks : 100*

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

1. (a) Distinguish between basic research and applied research. **10**

    (b) Briefly explain the effect of globalisation on business research. **10**

2. What are the different stages of business research ? Examine two stages of business research. **20**

3. What are the objectives of Secondary data studies ? Explain the advantages and limitations of secondary data. **20**

4. (a) Explain issues relating to validity, reliability and sensitivity in the measurement. **10**

    (b) Distinguish between snowball sampling and cluster sampling. **10**

5. How to design a good questionnaire ? Why is   **20**
    pretesting of questionnaire important ?

6. (a) What do you mean by normal distribution.   **10**
         Describe its characteristics.
    (b) Write a short note on central limit theorem.   **10**

7. What is the importance of measurement of   **20**
    attitude in Business Research ? Explain Lickert
    Scale for measuring aptitude.

8. Write short notes on the following :
    (a) Descriptive statistics   **10**
    (b) Probability sampling   **10**