

MANAGEMENT PROGRAMME

Term-End Examination

December, 2011

MS-95 : RESEARCH METHODOLOGY FOR MANAGEMENT DECISIONS

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

Note : (i) This question paper contains *two sections. Section A and Section B.*

(ii) Attempt *any four* questions from *Section A*, each carrying *20 Marks.*

(iii) *Section B* is *compulsory* and carries *20 marks.*

SECTION - A

1. Describe four types of measurement viz Nominal, Ordinal, Interval and Ratio scale measurement. Prepare a set of ten statements on a Likert's scale to measure the customer satisfaction of Barista.
2. Distinguish between probability and non-probability sampling designs. Discuss in depth one of the probability and one non-probability sampling design with the help of examples.
3. Discuss with the help of examples various parts of a research report.

4. Define research. What are the feature of the good research study ? Distinguish between Exploratory and Conclusive Research.

5. Describe in brief, the importance of editing, coding, classification, tabulation and presentation of data in the context of a research study.

6. The following data from Borislow show the changed response scores of three groups on the Edwards Personal Preference Schedule. Test the differences among these three groups, using any appropriate nonparametric tests. You may use 5% level of significance.

Control Group	Social Desirability Group	Personal Desirability Group
47	76	87
38	76	76
34	75	52
32	73	51
32	62	50
30	47	42
		38

SECTION - B

Read the case "Business World" and answer question given at the end of the case.

BUSINESS WORLD

"Business World", a fortnightly magazine, is published from Bombay. It is brought out by management of Anand Bazaar Patrika Limited, Calcutta. In accordance with the decision taken in the annual editorial workshop of Business World held in early May 1986, a questionnaire was printed in some issues of Business World to know what readers thought of this magazine. By undertaking a survey of this type, the management hoped to ascertain the strengths and weaknesses of the magazine. This would enable it "to tailor Business World to readers' requirements".

Questionnaire*

Name : _____

Profession: _____ Designation _____

Income : _____ Age : _____ City : _____

1. Which of these business magazines do you read ?
(Please tick)

	<i>Regularly</i>	<i>Occasionally</i>	<i>Infrequently</i>
Economic Times	_____	_____	_____
Financial Express	_____	_____	_____
Business Standard	_____	_____	_____
Business World	_____	_____	_____
Business India	_____	_____	_____
Fortune India	_____	_____	_____
Update	_____	_____	_____
Others (specify)	_____	_____	_____

2. My areas of interest are (Please tick one or more)

Corporate and business affairs ()

Economic policy and development ()

Political affairs ()

People and lifestyles ()

Art literature ()

Investments ()

3. Rank the following magazines on a 1 to 5 scale (5 for very good, 1 for poor) for the following attributes :

<i>Business World</i>	<i>Business India</i>	<i>Update</i>	<i>Fortune India</i>
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* Reproduced with the permission of the editor, Business world (Bombay).

1. Timeliness of information
2. Depth of information
3. Range of information
4. Depth of analysis
5. Language and style of presentation
6. Quality of printing and visuals.

4. How much time do you spend in reading an issue of Business World ? _____ hours

8. In order to suit my requirements better, Business World should have

Fewer main features stores ()

The same number of main feature stories ()

At least one more main feature story ()

9. The lead features (cover and spotlight) should be

Shorter ()

Same length ()

Longer ()

10. Business World's coverage of the following items

(Please tick one column for each entry) :

	<i>Is adequate</i>	<i>Needs to be expanded</i>	<i>Needs to be reduced</i>
Technology	_____	_____	_____
Marketing	_____	_____	_____
Management	_____	_____	_____
Corporate Finance	_____	_____	_____
Investment/Stock	_____	_____	_____
Markets	_____	_____	_____
Book Reviews	_____	_____	_____
Economic Policy	_____	_____	_____
Policy Analysis	_____	_____	_____
Corporate Performance	_____	_____	_____
Corporate Case Studies	_____	_____	_____
Behaviour	_____	_____	_____

11. (a) Do you buy your copy of Business World from the News-stands or are you a subscriber ?

(i) News-stands

(ii) Subscriber

(b) If (a), do you find it difficult to get a copy of Business World on the news-stands ?

Yes _____ No _____

12. How soon after the magazine is published each fortnight do you receive your copy of Business world ?

1-3 days _____ 3-6 days _____

6-12 days _____ Longer than 12 days _____

13. Do you have any other suggestions to improve Business World ?

Question : Evaluate this questionnaire in the light of the object stated. Can you suggest a few more items that can be included in the questionnaire ?
