

MANAGEMENT PROGRAMME

Term-End Examination

10407

June, 2010

MS-95 : RESEARCH METHODOLOGY FOR MANAGEMENT DECISIONS

Time : 3 hours

*Maximum Marks : 100
(Weightage 70%)*

Note :

- (i) *This 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. Explain the meaning of Research in context of making intelligent decisions. Thus, discuss the need for research in business decision making.
2. Define secondary data. State their major sources and point out the dangers involved in their use and the precautions necessary to use them. Illustrate with examples.
3. What is a Likert scale ? Why is it called a scale of summated rating ? Briefly discuss how a Likert scale is developed ?
4. Discuss the need for model building in managerial research. Also, relate the different types of models as used in different decision making situations.
5. Define a research report and explain its purpose. What are the characteristics and components of a research report ?
6. Write short notes on *any two* of the following :
 - (a) Latin Square Design
 - (b) Area Sampling
 - (c) Multiple Linear Regression
 - (d) Copy Reading

SECTION - B

7. The table below gives the arithmetic addition scores for 27 individuals belonging to two groups. Test the hypothesis using suitable non-parametric test, of no difference between these two sets of scores. Take a 5 per cent level of significance.

Group 1	12	16	18	7	6	4	11	12	8	20	18	16	10	
Group 2	7	12	14	18	5	16	9	10	14	3	18	9	7	4