R-1

COMMONWEALTH EXECUTIVE MBA/MPA PROGRAMME

Term-End Examination

June, 2007

R-1 : RESEARCH METHODOLOGY

Time : 3 hours *Maximum Marks : 100*

(Weightage 70%)

Note :

*(i) Attempt any **four** questions from Section A carrying 15 marks each. Section B is **compulsory** and carries 40 marks.*

(ii) Statistical tables will be provided.

SECTION A

1. Explain the steps of a research process. In what categories can research be classified on the basis of the fundamental objectives of research ?

2. Given below are three questions that belong to a questionnaire for finding out reader's attitudes for a leading monthly magazine say *Reader's Digest*. Comment on each as to whether it is a good question. Give reasons for your answer.

(a) Do you read *Reader's Digest* regularly ?

(b) What percentage of your time is spent on attending meetings in your office ?

(c) How much discretionary buying power do you have per year ?

3. What is a Semantic Differential Scale ? What does this measure ? Explain the steps in construction of the scale.

4. Discuss different elements of communication that you keep in mind while presenting a report.

5. According to the National Retail Federation and Center for Retailing Education at the University of Florida, the four main sources of inventory shrinkage are employee theft, shoplifting, administrative error, and vendor fraud. The estimated annual dollar amount in shrinkage ($millions) associated with each of these data sources are as follows :

Employee theft	$17918·6
Shoplifting	$15191·9
Administrative error	$ 7617·6
Vendor fraud	$ 2553·6
Total	$43281·7

Construct a pie chart to depict these data.

SECTION B

6. Write short notes on any ***four*** of the following :

(a) Completely Randomized Design (CRD)

(b) Null and Alternate Hypotheses

(c) Simulation Models

(d) Discriminant Analysis

(e) Categories of Report

(f) Presenter's Poise

7. The weight (gms) of 31 apples picked from a consignment are as follows :

106	107	76	82	106	107	115	93	187	95	123
125	111	92	86	70	127	68	130	129	139	119
115	128	100	186	84	99	113	204	111		

Apply Run Test for Randomness to test whether the sample can be treated as random.