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MS-95

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2019

**MS-95 : RESEARCH METHODOLOGY FOR
MANAGEMENT DECISIONS**

Time : 3 Hours

Maximum Marks : 100

Note : This question paper contains two Sections A and B. Attempt any four questions from Section A, each carrying 20 marks. Section B is compulsory and carries 20 marks.

Section—A

1. What do you understand by 'Exploratory Research' and 'Conclusive Research' ? Does exploratory research always lead to conclusive research ? Explain your perspective.
2. What are the probabilistic aspects of sampling ? Discuss by explaining the meaning of terms like parameter, statistic, variance and standard error.

(A-36) P. T. O.

3. What is a questionnaire ? Can it be used in all situations ? Why/why not ? Support your answer with suitable examples.
4. Discuss the elements that should be mixed in the right proportion to make an effective presentation of a research report.
5. Explain an itemized rating scale. What are the various issues involved in constructing an itemized rating scale ?
6. Write short notes on any *two* of the following :
 - (a) Analysis of covariance
 - (b) Normal equations in regression analysis
 - (c) Discriminant analysis
 - (d) Copy reading

Section—B

7. A salesman paid 12 visits to his area sales manager and noted that he waited for 10, 15, 20, 17, 11, 25, 30, 27, 36, 40, 5 and 26 minutes respectively before being called in his

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office. The area sales manager claims that the salesman wishing to meet him does not have to wait more than 20 minutes before being called in. Using the sign test, verify at 0.05 level of significance the claim made by area sales manager.