

MANAGEMENT PROGRAMME

Term-End Examination

December, 2013

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. Define "unit of analysis" and "characteristic of interest". If your research problem entails sales of a drug manufactured by a pharmaceutical company, what could be these units and characteristics ?

2. What do you understand by population, sample, parameter and statistic ? In order to measure the level of employee motivation a company administered a questionnaire to 500 employees out of its 10,000 employees from different branches and offices all over India. Identify the aforesaid terms for this research.

3. Why is Likert Scale called a summated-ratings scale ? Discuss the relative merits and problems with summated and differential scales.

4. What are metric and non-metric variables ? Given a choice which one would you prefer ? Give reasons for your choice with a suitable example.

5. The writer of research reports should be guided by questions like -
 - What is the purpose of the report ?
 - Who will read it ?
 - What are the limitations under which it is written ?

Do you agree or not ? Justify your answer.

6. Write short note on any two of the following :
- (a) ANOVA Table for a Randomized Block Design.
 - (b) Inadequate Sampling Frame
 - (c) Self-report Inventories
 - (d) Logical Flow Models

SECTION-B

7. The following data represents the number of hours that a rechargeable hedge trimmer operates before a recharge is required.

1.5 2.2 0.9 1.3 2.0 1.6 1.8 1.5
2.6 1.2 1.7

Use a sign test to test the hypothesis at 0.05 level of significance that this particular trimmer operates, on the average, 1.8 hours before requiring a recharge.
