

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**December, 2015**

**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. Briefly discuss the issues addressed in research design step of the research process. Why is research design called the "blue print" for the research ?
2. Explain the Guttman Scale for attitude measurement. Mention two reasons which make Guttman Scale an impractical tool for the measurement of attitudes.

3. Discuss the purpose and uses of factor analysis. Also explain the term "Communality".
4. What are the guidelines for effectively presenting the research results through oral presentation? How can a researcher make his presentation more effective? What are the audio - visual aids available for the purpose?
5. Write short notes on **any two** of the following :
  - (a) Analysis of Covariance
  - (b) Interval Scale
  - (c) Pie Chart
  - (d) Information Reports

### SECTION - B

6. A researcher conducts a survey to find out whether the inhabitants of a metro town are in favour of capital punishment (F) or against it (A). The sequence of responses to the question asked is given below. Use the run test at  $\alpha = 0.05$  to test whether the responses are random.

F	F	A	F	F	F	A	A	A	A	A	F	F	A
A	A	F	F	A	A	A	A	A	A	F	F	A	A
A	A	A	A	F	F	F	A	A	A	F	A	F	F
F	F	A	A	A	A	F	F	F	A	A	A	F	F