

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**December, 2017**

04522

**MS-095 : RESEARCH METHODOLOGY FOR  
MANAGEMENT DECISIONS**

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage 70%)*

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- Note :**
- (i) *Attempt any four questions from Section - A. Each carrying 20 marks.*
  - (ii) *Section - B is compulsory and carries 20 marks.*
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**SECTION - A**

1. How would you define business research ? What are the major components of a good research study ? Illustrate with an example.
2. What is the significance of sample selection in research ? Explain the factors which should be considered while selecting a sample for research.
3. Discuss in detail the steps that a researcher needs to follow to formulate a good research report. Do the criteria become different for different kinds of reports ? Explain with examples.
4. Describe, in brief, the importance of editing, coding, classification, tabulation and presentation of data in the context of a research study.

5. Write short notes on any two of the following :
- (a) Units of analysis
  - (b) Pretesting a questionnaire
  - (c) Discriminant analysis
  - (d) Decision oriented reports

**SECTION - B**

6. A sales man paid 12 visits to his area sales manager and noted that he had to wait for 10, 15, 20, 17, 11, 25, 30, 27, 36, 40, 5 and 26 minutes respectively before being called in his office. The area sales manager claims that the salesmen wishing to meet him do not have to wait for more than 20 minutes before being called in. Using the sign test, verify at 0.05 level of significance the claim made by the area sales manager. (Given the required probability

$$\sum_{i=0}^5 b(X, n, p) = \frac{1}{2}$$

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