

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**December, 2018**

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

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage 70%)*

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- Note : (i) This question paper contains two Sections A and B.  
(ii) Attempt any four questions from section A, each carrying 20 marks.  
(iii) Section B is compulsory and carries 20 marks.*
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**SECTION - A**

1. Discuss the significance and importance of the elements that make up the complete research problem.
2. Discuss the importance of sampling frame. What are the possible errors resulting from a faulty sampling frame? How does sampling frame differ from sampling design?
3. Discuss the need for model building in managerial research. Briefly review the different types of models used in managerial studies.
4. Describe, in brief, importance of editing, coding, classification, tabulation and presentation of data in the context of a research study.

5. "Visual representations of results are best understood by a reader, thus special care must be taken for this formulation". Examine the truth of this statement by giving suitable examples.
6. Write short notes on any two of the following :
- (a) Scrutiny of secondary data
  - (b) The Q-Sort technique
  - (c) Footnotes
  - (d) Factorial Design

### SECTION - B

7. Two new injections marked  $V_1$  and  $V_2$  are developed against fever. These are administered to two samples of 4 and 5 fever patients and the time (in minutes) taken by each in showing its effect recorded as under :

Sample I ( $V_1$ ),	30	32	33	31	
Sample II ( $V_2$ )	32	35	38	36	37

Use median test to test the hypothesis at 0.05 level of significance that the time taken by the two injections is showing the effect is the same as median time.

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