

MANAGEMENT PROGRAMME

Term-End Examination

February, 2021

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

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

Note :

- (i) *This question paper consists of **two** sections — A and B.*
 - (ii) *Attempt any **four** questions from Section A, each question carrying 20 marks.*
 - (iii) *Section B is **compulsory** and carries 20 marks.*
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SECTION A

1. "It is often convenient to structure a research problem in terms of a hypothesis to be tested." Explain the statement with the help of an example.
2. What are the various methods of collecting primary data ? Explain them along with their merits and demerits.

3. What do you mean by Non-probability sampling ? Mention the various non-probability sampling methods. Explain Quota sampling in detail.
4. “Regression analysis is probably the most widely applied technique amongst the analytical models of association used in business research.” Explain the statement along with the assumptions of simple linear regression model.
5. In a report what information is given by “Proposal” ? What are the various categories of reports ? Explain them in brief.
6. Write short notes on any *two* of the following :
 - (a) Analysis of Covariance
 - (b) Scaling of Attitudes
 - (c) Editing of Data
 - (d) Presenter’s Poise

SECTION B

7. Two different varieties of mushrooms were grown on 6 and 7 plots of the same size. At the end of the crop run, the following quantities of yield were observed for the two varieties :

Variety I 16 12 11 13 15 17

Variety II 11 11 10 15 14 16 10

Using the Mann-Whitney U test, verify at 0.05 level of significance whether the two varieties of mushroom produce the same yield.

(The value of test statistic for $u = 12$ is 0.117, $n_1 = 6$ and $n_2 = 7$)
