MANAGEMENT PROGRAMME

Term-End Examination

June, 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. Explain the difference between exploratory research and conclusive research. Also, discuss the approaches used in both of them.

2. Discuss the main aspects of a questionnaire. What is an indicator of the effectiveness of a questionnaire to collect data ? Give example of two nominal and two ordinal variables that can be put in a questionnaire.

3. Explain Thurstone's Equal-Appearing Interval Scale. Clearly mention steps involved, advantages and limitations.

4. What are "Dependency" techniques and "Interdependency" techniques ? Classify multivariate techniques into these categories and briefly discuss any one technique.

5. What is the purpose of the methodology section of the research report ? What is included in this section ? Why is this section given high importance ?

6. Write short note on *any two* of the following :
   (a) Exogeneous variables
   (b) Partitions of total variation in one - way ANOVA
   (c) Quota Sampling
   (d) Steps in Item Analysis

SECTION-B

7. Use the sign test to see if there is a difference between the number of days required to collect an account receivable before and after a new collection policy. Use the 0.05 significance level.

Before	33	36	41	32	39	47	34	29	32	34	40	42	33	36	27
After	35	29	38	34	37	47	36	32	30	34	41	38	37	35	28