

MANAGEMENT PROGRAMME

Term-End Examination

June, 2017

05072

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

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

*Note: (i) This question paper contains two sections -
Section - A and 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 with the help of a suitable example the need for introducing two types of environmental conditions in a research problem.
2. What are summative models for Attitude measurement? Mention a popular name of these scale and describe it.
3. Discuss the merits and limitations of the observation method in collecting data. Illustrate your answer with suitable examples.

4. What is Factor Analysis ? Mention briefly the purpose and uses of Factor Analysis.
5. Suggest ways by which a presenter could effectively use technology to enhance his presentation.
6. Write short notes on **any two** of the following :
 - (a) Latin Square Design
 - (b) X - Raying of Facts
 - (c) Logical Flow models
 - (d) Cluster sampling

SECTION - B

7. The production manager in a large undertaking randomly paid 10 visits to the work site in a month. The number of workers who reported late for duty were found to be 2, 4, 5, 1, 6, 3, 2, 1, 7 and 8 respectively. Using the sign test, verify the claim of the production superintendent at 0.05 level of significance that on an average not more than 3 workers report late for duty. (Given the required probability valve is 0.50)
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