

00565

MANAGEMENT PROGRAMME

Term-End Examination

June, 2018

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

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

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

SECTION - A

1. "The research process involves a series of interrelated and intricate steps". Does every research study necessarily need to satisfy all the steps and be carried out in this sequence ? Explain.
2. Define attitude. Briefly explain the three components of attitude. Explain an itemized rating scale. Discuss the applications of rating scales in any functional area of management.
3. Why is model building used for managerial decision making ? Discuss some generalized steps which are considered in most modelling efforts.

4. "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.
5. Write short notes on any two of the following :
 - (a) Latin Square Design
 - (b) Multistage Sampling
 - (c) Regression Analysis
 - (d) Proof Reading

SECTION - B

6. A textile manufacturer who is interested in studying the customer preference for designs before commencing a commercial production. He conducts a survey of 100 customers all over the country and classifies their responses in the following way

Prefer : design I 20, design II 30, design III 18
and design IV 32

Test the hypothesis that the customers have no preference for any particular design.

(Given the tabulated value of test statistic at 5% level of significance is 7.81)
