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**MS-95**

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**June, 2022**

**MS-95 : 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 question carries 20 marks.*

(iii) *Section B is compulsory and carries 20 marks.*

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**Section—A**

1. Explain in brief the concept of research. Also, explain the process of research.

**P. T. O.**

2. What do you understand by the term “Secondary Source of Data” ? Explain various sources of collecting secondary data.
3. “Regression analysis is probably the most widely applied technique amongst the analytical models of association used in business research.” Comment on the statement. Explain the various assumptions of regression model.
4. What is meant by the term decision-making ? What is the role of models in managerial decision-making ? Explain.
5. “Reports fall into three major categories.” Name the categories of report. Explain any *two* of them.
6. Write short notes on any *three* of the following :
  - (a) Unit of Analysis
  - (b) Scaling of Attitudes
  - (c) The Kruskal-Wallis test
  - (d) Cluster sampling
  - (e) Presenter’s Poise

**Section—B**

7. The security department of a night club wishes to select one out of two brands of hand torch batteries  $B_1$  and  $B_2$  for normal day-to-day use. A sample of 5 batteries of brand  $B_1$  and the other of 6 batteries of brand  $B_2$  were tested for the length of useful life measured in hours. The test resulted in the following data :

$B_1$ ( $n_1 = 5$ )	$B_2$ ( $n_2 = 6$ )
25	24
31	30
26	28
33	32
35	29
	34

Test the hypothesis at 0.05 level of significance that the two brands of batteries have the same length of useful life.

(The tabulated value for the statistic = 0.396)