

COMMONWEALTH EXECUTIVE  
MBA/MPA PROGRAMME

Term-End Examination

June, 2010

R-1 : RESEARCH METHODOLOGY

Time : 3 hours

Maximum Marks : 100

- Note :*
- (i) This question paper has *two sections, Section-A and Section-B.*
  - (ii) Attempt *any four* questions from Section-A, each carrying 15 marks.
  - (iii) Section-B is *compulsory* and carries 40 marks.
  - (iv) Statistical tables may be provided on demand.

SECTION - A

1. Discuss the significance and importance of the elements that make up the research process concerning a management decision.
2. State clearly the assumptions embodied in any one of the following experimental designs :
  - (a) Latin square design
  - (b) Randomized complete block design

3. What is Semantic Differential scale ? What does it measure ? Describe the steps involved in the construction of a semantic differential scale.
4. What are the objectives of modeling in a decision-making situation ? Discuss different steps associated with model development.
5. What is the importance of reviewing and editing the draft research report ? What questions are generally raised in reviewing the draft ?

## SECTION - B

6. Write short note on *any four* of the following :
- (a) Sampling and Census
  - (b) Cluster sampling
  - (c) Discriminant Analysis
  - (d) Copy reading and proof reading of the reports preparation
  - (e) Categories of Reports
  - (f) Footnotes and Bibliographies
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