MANAGEMENT PROGRAMME

02764

Term-End Examination

June, 2011

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. Distinguish between primary and secondary data. Explain any three methods of collecting primary data using examples wherever possible.

2. In the data below, column X represents scores of 10 members of a control group in an experiment. Column Y represents the scores of 10 matched individuals who were given the same test after a period of stress. Use Wilcoxon's matched pair signed rank test to examine the hypothesis of no difference. You may use 5% level of significance.

X	Y
46	36
68	50
60	58
58	40
42	44
43	43
40	29
56	36
38	43
58	48

3. Write short notes on *any two* of the following :

   (a) Exploratory Research

   (b) Systematic Sampling Design

   (c) Advantages of sampling over complete enumeration

   (d) Regression Analysis

4. Take any managerial decision that was taken in your organization and of which you are aware of the information and the process through which it has gone through. Analyse the problem solving steps that have gone through and the improvement that you would suggest if the same situation has to be faced all over again.

5. (a) Discuss the different aspects of classification of data. What are the likely problems encountered in the classification and how they can be handled ?

   (b) Write briefly about the different forms of data presentation devices.

6. You have been assigned the task of measuring the job satisfaction of Blue Collar Employees in your organization. Design a suitable questionnaire to measure the same.

SECTION - B

7. Test for the randomness of the following sample using the 0.05 significance level :

A, B, A, A, A, B, B, A, B, B, A, A, B, A, B, A, A, B, B, B, B, A, B, B
A, A, A, B, A, B, A, A, B, B, A, B, B, A, A, A, B, B, A, A, B, A, A, A

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