

Master of Business Administration

ASSIGNMENT
For
July 2022 and January 2023 sessions

MMPC-015: Research Methodology for Management Decisions

(Last date of submission for July 2022 session is 31st October, 2022 and for January 2023 session is 30th April, 2023)



School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
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ASSIGNMENT

Course Code	:	MMPC-015
Course Title	:	Research Methodology for Management Decisions
Assignment Code	:	MMPC-15/TMA/JULY/2022
Coverage	:	All Blocks

Note: Attempt all the questions and submit to the Coordinator of your study centre. **Last date of submission for July 2022 session is 31st October, 2022 and for January 2023 session is 30th April, 2023.**

1. What is research? Discuss the various types of research with suitable examples.
2. What are the functions and goals of research design? Discuss different types of research designs.
3. Write a short note on the following:
 - a. Methods of data collection
 - b. The Likert's scale
 - c. Non-Probability Sampling Methods
 - d. Ethics in research
4. Describe, in brief, the importance of editing, coding, classification, tabulation and presentation of data in the context of the research study.
5. What is regression analysis? In what ways can multiple regression be used to forecast some industry's sales? Discuss the steps involved in conducting regression analysis.