

MMPC-015

Master of Business Administration (MBA)/ Master of Business Administration (Online) MBA(OL) / Master of Business Administration (Banking and Finance) (MBF)/ Master of Business Administration(Financial Management) (MBAFM)/ Master of Business Administration(Human Resource Management) (MBAHM)/ Master of Business Administration(Marketing Management) (MBAMM) Master of Business Administration(Operations Management) (MBAOM)/Post Graduate Diploma in Operations Management (PGDIOM)

ASSIGNMENT

For

July 2023 and January 2024 Sessions

MMPC-015: Research Methodology for Management Decisions

**(Last date of submission for July 2023 session is 31st October 2023
and for January 2024 session is 30th April, 2024)**



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MMPC-015
Course Title	:	Research Methodology for Management Decisions
Assignment Code	:	MMPC-015/TMA/ JULY/2023
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the Coordinator of your study centre. Last date of submission for July 2023 session is 31st October, 2023 and for January 2024 session is 30th April 2024.

1. What do you understand by the term “Secondary Sources of Information? Explain various sources of secondary information.
2. What is a questionnaire? Can it be used in all situations? Why/why not? Discuss with suitable examples.
3. Write a short note on the following:
 - a. Analysis of covariance
 - b. Normal equations in regression analysis
 - c. Discriminant Analysis
 - d. Ethical issues in research
4. “Several types of graphs or charts are used to present statistical data”. In light of this statement, explain the graphical representation of data.
5. Distinguish between parametric and non-parametric tests. What is the importance of non-parametric tests? Explain.