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 2024 and January 2025 Sessions

MMPC-015: Research Methodology for Management Decisions

(Last date of submission for July 2024 session is 31st October 2024 and for January 2025 session is 30th April, 2025)

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THE PEOPLE'S UNIVERSITY

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/2024**
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 2024 session is 31st October, 2024 and for January 2025 session is 30th April 2025.

1. "Knowing what data are available often serves to narrow down the problem itself as well as the technique that might be used." Explain the underlying idea in this statement in the context of defining a research problem.

2. What do you mean by 'Sample Design'? What points should be taken into consideration by a researcher in developing a sample design for this research project.

3. Write a short note on the following:

    a. Experience Survey

    b. Pilot Survey

    c. Components of a research problem

    d. Steps in the research process

4. What do you mean by multivariate techniques? Name the important multivariate techniques and explain the important characteristic of each one of such techniques.

5. How will you differentiate between descriptive statistics and inferential statistics? Describe the important statistical measures often used to summarise the survey/research data.