MS-95

# MANAGEMENT PROGRAMME

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## Term-End Examination
## December, 2012

### MS-95 : RESEARCH METHODOLOGY FOR MANAGEMENT DECISIONS

*Time : 3 hours*

*Maximum Marks : 100*
*(Weightage : 70%)*

*Note :* *(i)* *The 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.*

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### SECTION - A

1. What is a hypothesis ? Can it be considered as a valid fact ? Is a hypothesis always necessary in research ?

2. What is a likert-type rating scale ? Why is it called a scale of summated rating ? Mention its advantages and limitations.

3. Name the different methods of data collection and discuss the factors upon which the choice of a method for a given research project depend.

4. Differentiate between 'statistic' and 'parameter'. In view of above differentiation describe what do you understand by sampling ? Why is it used in Management Research ?

5. Why are quotations used in research report ? What are various forms of quotations ? When are they used ? How ?

6. Write short notes on *any two* of the following :
   (a) Factor Analysis
   (b) Standard Error
   (c) Latin Square Design
   (d) Proof Reading

7.  A test is given to graduates of two business schools A and B. The scores are given out of 100. Test whether the school differ in quality by using Mann-Whitney U - test with a 10% level of significance.

Test Scores

School A 97 69 73 84 76 92 90 88 84 87 93
School B 88 99 65 69 97 84 85 89 91 90 87 91 72

For your convenience, the following information is provided :

$$R_1 = 134.5, \qquad R_2 = 165.5$$

Tabulated value of test statistic $= 1.645$ at 0.10

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