MANAGEMENT PROGRAMME

Term-End Examination

December, 2014

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 clearly between analysis of variance and analysis of covariance and give one practical situation where analysis of covariance will have to be used.

2. Examine the merits and limitations of the observation method in collecting data. Illustrate your answer with suitable examples.

3. What do you understand by the terms attitude and attitude measurement ? Which type of managerial research and decisions utilize attitude measurement ? Explain with examples.

4. What do you understand by the term decision-making ? What is the role of modelling in managerial decision-making process ?

5. What are the major elements of communication dimensions that are relevant to a presentation ? Explain each of them.

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

   (a) Unit of analysis

   (b) Methods of collecting Primary Data

   (c) Stratified sampling

   (d) Likert scale

SECTION - B

7. An experiment is conducted to judge the effect of brand name on quality perception. 16 subjects are recruited for the purpose and are asked to test score the two samples. The following data are obtained :

Subject	Sample A	Sample B
1	73	51
2	43	41
3	47	43
4	53	41
5	58	47
6	47	32
7	52	24
8	58	58
9	38	43
10	61	53
11	56	52
12	56	57
13	34	44
14	55	57
15	65	40
16	75	68

Test the hypothesis, using Wilcoxan Matched - Pair signed rank test, that there is no difference between the perceived quality of the two samples. Use 5% level of significance.

(Tabulated value of the test statistic at 5% significance level and $n = 15$, is 25)

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