

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**December, 2022**

**MMPC-015 : RESEARCH METHODOLOGY FOR  
MANAGEMENT DECISIONS**

*Time : 3 hours*

*Maximum Marks : 100*

*Weightage : 70%*

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**Note :**

- (i) *This question paper contains **two** sections – A and B.*
  - (ii) *Attempt any **four** questions from Section A. Each question carries 20 marks.*
  - (iii) *Section B is **compulsory** and carries 20 marks.*
  - (iv) *Use of calculator is permitted.*
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**SECTION A**

1. What do you mean by research process ? What are the series of steps necessary to effectively carry out research ? Discuss.
2. What are the various data collection methods ? Discuss the merits and demerits of collecting primary and secondary data.

3. What are the various formats of questionnaires ?  
Discuss the steps involved in the design of a questionnaire.
4. What are the various non-parametric tests ?  
Explain the difference between parametric and non-parametric tests.
5. What do you mean by ethics in research ?  
Discuss the principles of research ethics.
6. Write short notes on any *three* of the following :
  - (a) Chi-Square Test
  - (b) Sampling Frame
  - (c) The Semantic Differential Scale
  - (d) Audio-visual Aids
  - (e) Proof-reading

## SECTION B

7. Calculate the regression coefficient and obtain the lines of regression of Y on X for the following data :

X	1	2	3	4	5	6	7
Y	9	8	10	12	11	13	14

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