

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2022

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

Time : 3 hours

Maximum Marks : 100

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.*
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SECTION A

1. “Research is not a fishing expedition or an encyclopaedic gathering of assorted facts.” Do you agree ? Explain the meaning and types of research.

2. What do you understand by “sampling” and “census” ? Which is better — sampling or census ? Give reasons in support of your answer.

3. “Statistical data can be presented in the form of tables and graphs.” Why is tabulation considered essential in a research study ? Give the characteristics of a good table.
4. Describe type of proofs, how to proof-read and returning the proofs in the context of proof-reading.
5. Write short notes on any *two* of the following :
 - (a) Latin Square Design
 - (b) Judgemental Sampling
 - (c) Objectives of Modelling
 - (d) Presenter’s Poise

SECTION B

6. The following is an arrangement of 25 men, M and 15 women, W lined up, to purchase tickets for a cinema show. Test for randomness at 5% significance level.

M WW MMM W MM W M W M WWW MMM W
MM WWW MMMMMM WWW MMMMMM

(The tabulated value of test statistic is -1.96)
