

No. of Printed Pages : 3

MMPC–015

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2023

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

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

***Note** : This question paper contains **two** Sections, A and B. Attempt any **four** questions from Section A. Each question carries **20** marks. Section B is compulsory and carries **20** marks. Use of calculator is permitted.*

Section—A

1. What do you mean by research process ? Explain the steps in formulating a research problem.
2. What do you understand by the terms ‘attitude’ and ‘attitude measurement’ ? Discuss.

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3. What do you mean by sampling design ? What point should be taken into consideration while developing the sampling design for studying the problems of domestic airline passengers ? Discuss.
4. Describe, in brief, the importance of editing, coding, classification, tabulation and presentation of data in the context of the research study.
5. What are the merits and demerits of different methods of collecting primary data ? Explain.
6. Write short notes on any *three* of the following :
 - (a) Different types of scaling techniques in research
 - (b) Quota Sampling
 - (c) Coding of data
 - (d) Factor analysis
 - (e) Parts of a report

Section—B

7. The data given below is on a large industrial plant's daily emission of sulphur oxide (in tons) :

17	15	20	29	19	18	22	25	27	9
24	20	17	6	24	14	15	23	24	26
19	23	28	19	16	22	24	17	20	13
19	10	23	18	31	13	20	17	24	14

Use the one-sampling sign test to test the null hypothesis that the plant's true average daily emission of sulphur oxide is $\mu = 23.5$ tons against the alternative hypothesis $\mu < 23.5$ tons at the 0.05 level of significance.