01941

MANAGEMENT PROGRAMME

Term-End Examination

June, 2012

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.   What is meant by formulation of a research
     problem ? What does it involve ? Why should the
     selected research problem be formulated ?

2.   Listed below are some objects of varying degree
     of abstractness. Suggest the properties of *any one*
     of these objects that can be measured by each of
     the four basic types of scales of measurement.

     (a)   Customers in a retail store

     (b)   Preference for a particular equity share.

3. What is a Semantic Differential Scale ? What does it measure ? Explain the three major underlying dimensions measured by a Semantic Differential Scale.

4. What is the need of reviewing literature for research ? What kinds of literature should a researcher review and for what purpose ?

5. Define a research report and explain its purpose. Describe briefly the various elements included in a research report.

6. Write short notes on *any two* of the following :
   (a) Eigen Values
   (b) Non -Sampling errors
   (c) Ordinal Scale
   (d) Factorial Design

SECTION - B

7. The following data shows employee's rates of defective work before and after a change in wage incentive plan. Compare the following two sets of data to see whether the change lowered the defective units produced. Use the 0.10 level of significance.

Before   8 7 6 9 7 10 8 6 5 8 10 8

After   6 5 8 6 9 8 10 7 5 6 9 8

(Given , the tabulated value required for comparison is 0.3770)

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