MANMGEMENT PROGRAMME

04742

Term-End Examination

June, 2016

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 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 a research hypothesis ? Do all researches require hypotheses formulation ? Explain.

2. What is meant by "representativeness" in a sample ? Explain in what sense a simple random sample is representative of the population ?

3. What are the objectives of modelling in managerial research ? Discuss how the model may be used for each of these objectives.

4. Discuss the steps that a researcher needs to follow to formulate a good research report. Do the criteria become different for different kinds of reports ? Explain.

5. Write short notes on **any two** of the following :
   (a) Conclusive Research
   (b) Quota Sampling
   (c) Field Editing
   (d) Copy Reading

SECTION - B

6. The interest is to test the hypothesis that the median value of a distribution is 19 against the alternative hypothesis that it is greater than 19. A sample of 24 observations is taken with the following results :

18	24	20	26	23	17	24	21
22	20	16	27	25	25	14	20
15	18	22	21	24	26	27	29

   You may use a 5 per cent level of significance.

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