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MS-95

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2020

**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.*

Section—A

1. "Research is much concerned with proper fact finding, analysis and evaluation." Do you agree with this statement ? Give reasons in support of your answer.

P. T. O.

2. Why probability sampling is generally preferred in comparison to non-probability sampling ? Explain the procedure of selecting a simple random sample.
3. What are the guiding considerations in the construction of questionnaire ? Critically examine the statement, "Interviews introduce more bias than does the use of questionnaire."
4. Explain the significance of a research report and narrate the various steps involved in writing such a report.
5. Write short notes on any *two* of the following :
 - (a) Semantic differential scale
 - (b) Null hypothesis and alternative hypothesis
 - (c) Bibliography and its importance in context of research report
 - (d) Important characteristics of χ^2 -test

Section—B

6. In order to study the arrival pattern of customers at a supermarket, the manager noted down the arrival sequence of customers, sexwise (M and W denote man and woman arrival). The sequence is :

MM WWW M WW MM WWWW MMM WW
 MM W MMM WWW MM WW MM WW M WW
 MM WW M WW MM WW

Use the runs test to comment on the randomness of the arrival pattern of the customers. Given at 5 per cent significance level, the critical value of test statistic is 1.96.