No. of Printed Pages : 4

MS-095

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2021

MS-095 : RESEARCH METHODOLOGY FOR

MANAGEMENT DECISIONS

Time : 3 Hours   *Maximum Marks : 100*

Note : *(i) This question paper contains two Sections–Section A and Section 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. "In the completely randomized design, treatments are assigned at random." In the light of the statement, explain randomized complete block design with the help of an example.

2. "A questionnaire is a pro forma containing a sequence of questions to elicit information from the interviwees." Explain, how the questionnaire can be designed.

3. Explain the meaning of attitude measurement. What do you understand by deterministic attitude measurement models ? Describe 'The Guttman Scale'.

4. What is the fundamental objective of factor analysis ? "Factor analysis is a search technique." Explain factor analysis in brief.

5. "Audio-visual aids help in recreating a reality in a miniature form through visuals and sound." Explain the various types of audio-visual aids.

6. Write short notes on any **two** of the following :

(i)   Unit of analysis

(ii) Sampling frame

(iii) Tables as data presentation devices

(iv) Proofreading

Section—B

7. A physical instructor claims that a particular exercise, when done continuously for 7 days, reduces body weight at least by 3.5 kg. Five

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overweight girls did the exercise for 7 days and their body weights were found as under :

Girls	Weight before exercise	Weight after exercise
1	70	66
2	72	70
3	75	72
4	71	66
5	78	72

Making use of the sign test, verify the claim at $\alpha = 0.05$ that the exercise reduces weight by at least 3.5 kg.

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