

No. of Printed Pages : 3

**MMPC-015**

**MANAGEMENT PROGRAMME**

**(MP)**

**Term-End Examination**

**June, 2023**

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

*Time : 3 Hours*

*Maximum Marks : 100*

*Weightage : 70%*

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**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 mark.*

(iv) *Use of calculator is permitted.*

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**Section – A**

1. What do you mean by the term 'research' ?  
What are the different types of research ?  
Discuss the role of research in day-to-day business activities with suitable examples.

**P. T. O.**

2. What is research design ? What are the different types of research designs ? Discuss.
3. What are the different types of attitude measurement scales ? Compare and contrast the various attitude measurement techniques.
4. What is data processing in research ? Describe various types of data classification.
5. What kind of questions will arise while reviewing the draft report ? Discuss.
6. Write short notes on any *three* of the following :
  - (a) Quasi and True Experimental Designs
  - (b) The Q-Sort Technique
  - (c) Editing of Data
  - (d) The Mann-Whitney U-test
  - (e) Judgment Sampling

### Section – B

7. Following are the scores obtained by two groups of students in a competitive examination. Test

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whether the two groups belong to the same population :

<b>Scores</b>	
<b>Group A</b>	<b>Group B</b>
51	95
68	82
90	65
81	85
30	65
46	81
99	50
98	60
11	15
06	05
19	35
43	32

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