COMMONWEALTH EXECUTIVE MBA/MPA PROGRAMME

Term-End Examination

December, 2010

00968

R-1 : RESEARCH METHODOLOGY

Time : 3 hours   *Maximum Marks : 100*

(Weightage 70%)

Note :   (i)   *This question paper has **two sections**, Section-A and Section-B.*

(ii) *Attempt **any four** questions from Section-A, each carrying 15 marks.*

(iii) *Section-B is **compulsory** and carries 40 marks.*

(iv) *Statistical tables may be provided on demand.*

SECTION - A

1. Explain the process of research and its role in managerial decisions. Discuss various steps involved.

2. State clearly the assumptions embodied in any one of the following experimental designs :

    (a) Completely Randomized Design.

    (b) Randomized Complete Block Design.

3. You are given a sample of 100 people and are asked to do an image study of three neighbourhood hospitals. Assume any average ratings based on people's attitude and construct a semantic differential scale by defining appropriate adjectives.

4. What are the objectives of modeling in a decision-making situation ? Discuss different steps associated with model development.

5. Explain the format of a good report indicating different parts and their positioning in the report.

SECTION - B

6. Write short note on *any four* of the following :

   (a) Primary data and Secondary data.

   (b) Stratified sampling.

   (c) Factor loading and factor analysis.

   (d) Copy reading and proof reading of the reports preparation.

   (e) Categories of Reports.

   (f) Footnotes and Bibliographies.

7. Use the sign test to see if there is a difference between the number of days required to collect an account receivable before and after a new collection policy. Use the 0.05 significance level.

| Before | 33 | 36 | 41 | 32 | 39 | 47 | 34 | 29 | 32 | 34 | 40 | 42 | 33 | 36 | 27 |
| After | 35 | 29 | 38 | 34 | 37 | 47 | 36 | 32 | 30 | 34 | 41 | 38 | 37 | 35 | 28 |