MANAGEMENT PROGRAMME

Term-End Examination

13483

December, 2010

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 Section - 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. Discuss the significance and importance of the elements that make up the complete research problem.

2. Examine the merits and limitations of the observation method in collecting data. Illustrate your answer with suitable examples.

3. What is a Semantic Differential Scale ? What does it measure ? Describe the steps involved in the construction of a Semantic Differential Scale.

4. What do you understand by the term decision-making ? What is the role of models in managerial decision-making ? Explain.

5. Why is a 'review of literature' included in a research report ? What is its purpose ?

6. Write short notes on any two of the following :
   (a) Factorial Design
   (b) Area Sampling
   (c) Communality
   (d) Proof Reading

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7. Two different nutritional supplements are used on a sample of eight boxers. The strength of the boxers was then measured on a 100 point scale. The recorded data for eight boxers is as follows :

Boxer	1	2	3	4	5	6	7	8
Strength after supplement 1	49	32	44	48	51	34	30	42
Strength after supplement 2	40	45	50	43	37	47	55	57

The researcher would like to test the hypothesis that the two supplements yield the same median strength. Test at 5 percent level of significance.

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