

**MS-95**

**Management Programme**

**ASSIGNMENT  
FIRST SEMESTER  
2015**

**MS - 95: Research Methodology for Management Decisions**



**School of Management Studies  
INDIRA GANDHI NATIONAL OPEN UNIVERSITY  
MAIDAN GARHI, NEW DELHI – 110 068**

## ASSIGNMENT

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|-----------------------|---|------------------------------------------------------|
| <b>Course Code</b>    | : | <b>MS-95</b>                                         |
| <b>Course Title</b>   | : | <b>Research Methodology for Management Decisions</b> |
| <b>Assignment No.</b> | : | <b>MS-95/TMA /SEM-I/2015</b>                         |
| <b>Coverage</b>       | : | <b>All Blocks</b>                                    |

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**Note :** Attempt all the questions and submit this assignment on or before 30<sup>th</sup> April, 2015 to the coordinator of your study centre.

1. Explain the concept of Research Design. Describe some important research design for research study.
2. Examine the merits & limitations of the observation method for collecting data. Illustrate your answer with suitable examples.
3. What is the meaning of measurement in research? What difference does it make whether we measure in terms of a nominal, ordinal, interval or ratio scale?
4. Assume a research topic of your choice and give the complete format of its research report.
5. A chain of departmental stores opened three stores in Mumbai. The management wants to compare the sales of the three stores over a six day long promotional period. The relevant data is given below.

(Sales in Rs. Lakhs)

| Store 'A' | Store 'B' | Store 'C' |
|-----------|-----------|-----------|
| Sales     | Sales     | Sales     |
| 16        | 20        | 23        |
| 17        | 20        | 24        |
| 21        | 21        | 26        |
| 18        | 22        | 27        |
| 19        | 25        | 29        |
| 29        | 28        | 30        |

Use the Kruskal-Wallis test to compare the equality of mean sales in all the three stores.