

**Master of Business Administration (MBA)/ Master of Business Administration
(Online) MBA(OL) / Master of Business Administration (Banking and Finance)
(MBF)/ Master of Business Administration(Financial Management) (MBAFM)/
Master of Business Administration(Human Resource Management)
(MBAHM)/ Master of Business Administration(Marketing Management)
(MBAMM) Master of Business Administration(Operations Management)
(MBAOM)**

**ASSIGNMENT
For
July 2025 and January 2026 Semesters**

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

**(Last date of submission for July 2025 Semester is 31st October 2025
and for January 2026 Semester is 30th April, 2026)**



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

ASSIGNMENT

Course Code	:	MMPC-015
Course Title	:	Research Methodology for Management Decisions
Assignment Code	:	MMPC-015/TMA/JULY/2025
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the Coordinator of your study centre. Last date of submission for July 2025 Semester is 31st October 2025 and for January 2026 Semester is 30th April, 2026.

1. 'The research process involves a series of interrelated and intricate steps.' Does every research study necessarily need to satisfy all the conditions and be carried out in this sequence? Explain.
2. How do you edit a questionnaire? What precautions must a researcher take while editing a questionnaire? Provide suitable examples.
3. 'The majority of the researchers make use of primary sources of data, and secondary sources do not really contribute to scientific enquiry.' Do you agree or disagree with this statement? Please explain.
4. Explain an itemized rating scale. What are the various issues involved in constructing an itemized rating scale?
5. Distinguish between:
 - a) Open-ended and closed-ended questions
 - b) Schedules and questionnaires
 - c) Structured vs unstructured questionnaires
 - d) Dichotomous questions vs multiple-choice questions