

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 2026 and January 2027 Semesters

MMPC-015: RESEARCH METHODOLOGY FOR MANAGEMENT DECISIONS

**Last date of submission for July 2026 Semester is 31st October 2026
and for January 2027 Semester is 30th April 2027**



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/2026
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 2026 Semester is 31st October 2026 and for January 2027 Semester is 30th April 2027.

1. Define research and explain its importance in managerial decision-making. Explain the different categories of research employed in business studies. Explain the manner in which scientific research enhances organisational decision-making efficacy.
2. What constitutes a research problem? Explain the methodology for identifying and defining a research issue within the domain of management research. Support your answer with suitable examples.
3. Describe the principle and significance of sampling in research. Distinguish between probability and non-probability sampling strategies, using appropriate examples.
4. Discuss the notion of measuring and scale within research technique. Describe the various categories of measurement scales and scaling methodologies used in managerial research.
5. Describe the process of data analysis in management research. Examine the function of statistical instruments in hypothesis testing and managerial decision-making. Illustrate with the help of examples.