

MS - 95

**Management Programme (MP) /
Master of Business Administration (Banking & Finance) (MPB)**

**ASSIGNMENT
for
January 2026 and July 2026 Sessions**

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

MS - 95: Research Methodology for Management Decisions



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

ASSIGNMENT

Course Code	:	MS - 95
Course Title	:	Research Methodology for Management Decisions
Assignment Code	:	MS - 95/TMA/JAN/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 January 2026 session is 30th April, 2026 and for July 2026 session is 31st October, 2026.

1. What is 'Exploratory Research Design'? Explain with the help of examples.
2. Describe process of research and explain the significance of identifying and formulating a research problem. Illustrate with the help of with suitable examples.
3. What is the role of data analysis and interpretation in research? How does a statistical tool help in testing research hypotheses and drawing valid conclusions? Explain giving examples.
4. Differentiate between parametric and non-parametric tests. Illustrate your answer with the help of examples.
5. What are the principles of Ethics in Research? Why is research ethics important for any kind of publication? Explain.