

No. of Printed Pages : 3

MMPC-015

MANAGEMENT PROGRAMME
(MP)

Term-End Examination

December, 2024

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

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) *This question paper contains two
Sections : A and B.*

(ii) *Attempt any **four** questions from
Section A. Each question carries 20 marks.*

(iii) *Section B is compulsory and carries
20 marks.*

Section – A

1. What do you mean by review of literature ?
What are the various types of literature reviews carried out by the researchers ? Discuss the role of literature review in the research.
2. What is a questionnaire ? Why is a questionnaire used ? What are the *three* main guiding considerations in the construction of the questionnaire ? Explain with suitable examples.
3. What are the various types of scales and scaling techniques ? Discuss the Thurstone's equal-appearing interval scale.
4. Distinguish between parametric and non-parametric tests. What is the importance of non-parametric tests ? Discuss.
5. What do you mean by ethics in research ? Discuss the principles of research ethics.
6. Write short notes on any *three* of the following :
 - (a) Multidimensional Scaling
 - (b) Internal validity and external validity
 - (c) Observation method
 - (d) Quota Sampling
 - (e) Coding of data

Section-B

7. The arithmetic addition scores for 27 individuals are given in the following table belonging to two groups. Use Chi-square test to test the hypothesis of no difference between these two sets of scores at 5 per cent level of significance :

Group-I	12	16	18	7	6	4	11	12	8	20	18	16	10	4
Group-II	7	12	14	18	5	16	9	10	14	3	18	9	7	

Given χ^2 -tabulated value at 1 degree of freedom at 5 per cent is 6.63.

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