No. of Printed Pages : 4

MS–95

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2024

MS–95 : 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. Explain the meaning of research in the context of making intelligent business decisions. Discuss the need for research in business decision-making.

2. What is Semantic Differential Scale ? What does it measure ? Explain the *three* major underlying dimensions measured by a Semantic Differential Scale.

3. What are 'Dependency' techniques and 'Interdependency' techniques ? Classify multivariate techniques into these categories and briefly discuss any *one* technique.

4. What do you know about sampling design ? What points should be taken into consideration while developing a sampling design ?

5. What are the major elements of communication dimensions that are relevant to a presentation ? Explain each of them.

6. Write short notes on any *two* of the following :

   (a) Exogenous Variables

   (b) Multistage Sampling

   (c) Latin Square Design

   (d) Communication Dimensions

Section—B

7. A sample of 16 salesmen was selected in an organization, and their score on performance appraisal was noted. The salesmen were sent for a three-week training programme, and in the next appraisal, their scores, again, were noted again. The appraisal scores before and after the training are given below :

Salesman	Scores before training	Scores after training
1	85	82
2	76	79
3	64	68
4	59	52
5	72	75
6	68	69

7	43	40
8	54	53
9	57	50
10	61	67
11	71	74
12	82	83
13	39	54
14	51	59
15	54	51
16	57	58

Use Wilcoxon-Signed-Rank test to test the hypothesis at 5 percent level of significance that whether the training has caused any difference in the performance appraisal since the corresponding table value of Z is 1.96.

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