

No. of Printed Pages : 4

MMPC-015

MANAGEMENT PROGRAMME

(MP)

Term-End Examination

December, 2025

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

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) *This question paper contains two
Sections : Section A and Section 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. Define research and explain the different types of research with suitable examples.
2. “Research design in exploratory studies must be flexible, but in descriptive studies, it must minimise bias and maximise reliability.” Discuss.
3. What is sampling ? State when non-random sampling is suitable with suitable examples.
4. “Knowing what data are available often serves to narrow down the problem itself as well as the technique that might be used.” Explain the underlying idea in this statement in the context of defining a research problem.
5. Explain the steps in designing a questionnaire.
6. Write short notes on any *three* of the following :
 - (a) Coding

- (b) Random sampling
- (c) Interview method
- (d) Primary data
- (e) Bar chart

Section—B

7. The following are the scores obtained by two groups of students in a competitive examination. Test whether the two groups belong to the same population by Man-Whitney U-test :

Scores	
Group A	Group B
51	95
68	82
90	65
81	85
30	65
46	81

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99	50
98	60
11	15
6	5
19	35
43	32

Given : The tabulated value of test statistic at 5% is 1.96.

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