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MS-95

MANAGEMENT PROGRAMME

(MP)

Term-End Examination

December, 2025

**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. Examine the merits and limitations of the observation method in collecting data. Illustrate your answer with suitable examples.
2. What is a Likert-type rating scale ? Why is it called a scale of summated rating ? Mention its advantages and limitations.
3. What do you know about sampling design ? What points should be considered when developing a sampling design ? Discuss.
4. What is discriminant analysis ? Explain the various steps in carrying out a discriminant analysis exercise.
5. What do you understand by data editing ? Discuss the *two* stages at which editing can be done.
6. Write short notes on any *two* of the following :
 - (a) Copy reading
 - (b) Communalities
 - (c) Quota Sampling
 - (d) The Guttman scale

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Section—B

7. A sample of 200 bulbs made by a company gives a lifetime mean of 1540 hours with a standard deviation of 42 hours. Is it likely that the sample has been drawn from a population with a mean lifetime of 1500 hours ? You may use a 5 per cent level of significance.

(Required tabulated value of test statistic is 1.96.)

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