MANAGEMENT PROGRAMME

(MP)

Term-End Examination

June, 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. Distinguish between primary and secondary data. Explain any *three* methods of collecting primary data using examples wherever possible.

2. What is the need of reviewing literature for research ? What kinds of literature should a researcher review, and for what purpose ? Discuss.

3. Discuss the main aspects of a questionnaire. What is an indicator of the effectiveness of a questionnaire to collect data ? Give an example of **two** nominal and **two** ordinal variables that can be put in a questionnaire.

4. Discuss the purpose and uses of factor analysis. Also, explain the term 'Communality'.

5. What do you understand by editing of data ? Discuss the *two* stages at which editing can be done.

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

   (a) Null hypothesis and Alternative hypothesis

   (b) Analysis of Covariance

   (c) The Q-Sort technique

   (d) Bibliography and its importance in the context of a research project

Section—B

7. The table below represents the number of bounced cheques in two banks–Bank A and Bank B–on randomly chosen 12 days for Bank A and 15 days for Bank B. Use a Mann-Whitney U-test to examine at a 5 per cent level of significance whether Bank A has more bounced cheques as compared to Bank B :

Bank A	Bank B
42	22
65	17

38	35
55	19
71	8
60	24
47	42
59	14
68	28
57	17
76	10
42	15
	20
	45
	50

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

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