

SVKM'S

Narsee Monjee Institute of Management Studies (NMIMS)

School of Distance Learning

May 2010 Exams

ADSCM | PGDSCM
Sem II | Sem III

Subject: Research Methodology for Management

Date : 30/5/2010

Marks: 100

Time : 3 hrs (3.00 to 6.00)

Instructions: Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

NB :

1. All questions are compulsory.
2. Answer to each new question to be started on a fresh page.
3. Figure in brackets indicate full marks.
4. Use of simple six function calculator is allowed.

Q 1. Attempt any **Two** from the following: (10)

- a. Objectives of Research
- b. Uses of research to managers
- c. Operational Definitions
- d. Variables

Q. 2. Write short notes on any **Three** of the following: (15)

- a. Merits & Limitations of questionnaire
- b. Significance of Statistics in research
- c. Dos & Don'ts of Interview technique
- d. Review of related literature
- e. Hypotheses

Q. 3. Attempt any **Three** from the following: (4)

- Explain probability & non probability techniques of sampling, with appropriate examples.
- Compare Parametric & non parametric statistics, giving examples.
- Explain the significance and contents of research report.
- Explain the process of standardization of tools of data collection.
- Describe characteristics of a good questionnaire, giving examples.

Q. 4. Any **Two** from the following: (30)

a. Tabulate the following data for Sales in Units for 40 Quarters & calculate Mean.

Quarter	Sales	Quarter	Sales	Quarter	Sales	Quarter	Sales
1	1060	11	1255	21	1690	31	1200
2	2125	12	1190	22	2130	32	2190
3	1440	13	870	23	1870	33	1800
4	1940	14	1460	24	1875	34	2255
5	2060	15	2125	25	1650	35	2000
6	1310	16	750	26	945	36	1060
7	2120	17	1120	27	2240	37	1370
8	2560	18	2000	28	1700	38	2375
9	2250	19	1750	29	1165	39	1470
10	2135	20	1760	30	1945	40	2250

b. Test null hypothesis that there is no significant difference among the preferences for four designs of a product, assuming equal distribution. Interpret the result.

Preferences	Design 1	Design 2	Design 3	Design 4
Observed Frequency	20	30	18	32

Critical Value for χ^2 at 5% level of significance for df 3 = 7.81473

- c. Performance of 10 employees was measured by two different supervisors. Calculate and interpret coefficient of correlation. Comment on their evaluation.

Employee No.	Examiner A	Examiner B
1	46	36
2	68	50
3	60	58
4	58	40
5	42	44
6	43	43
7	40	29
8	56	36
9	38	46
10	58	48
