

SVKM'S NMIMS UNIVERSITY
SCHOOL OF DISTANCE LEARNING

Programme: PGDSCM - III / ADSCM II

Subject: Research Methodology for Management

Date: 28-05-2009 (3.00 PM - 6.00 PM)

Marks: 100 Time : 3 hrs

Instructions:

- All four questions are compulsory
- Answer to each new question to be started on a fresh page.

Q1. Attempt any 2 out of 4

Marks : 10

Briefly explain the meaning and importance of the following in research

(Answer any two):

- i. Objectivity
- ii. Relevance
- iii. Hypothesis
- iv. scientific Approach.

Q2. Write Short notes on any 3 out of 5

Marks : 15

- a. Briefly explain the importance of Summary and Bibliography in a typical report writing format.
- b. Distinguish between 'primary data' and 'secondary data'.
- c. Briefly explain four basic part of 'problem definition'.
- d. What are the precautions during data collection stage?
- e. Briefly describe interviewing skills for data collection.

Q3. Attempt any 3 out of 5

Marks : 45

- a. Compare and contrast the various attitude measurement techniques. When will you use each one of them? Discuss briefly.
- b. Under what circumstances would you recommend i) cluster sampling ii) systematic sampling iii) multistage sampling. Give an example in each case.
- c. Distinguish between parametric and non-parametric tests. Explain the advantages of each.
- d. Explain the role of models in managerial decision making. Briefly review the models with their characteristics.
- e. State with reason the type of data collection method to be followed in a situation where a severe draught has damaged the crop. You are required to determine the extent of damage for remedial measures. Describe the precaution you will take in data collection.

Contd -

Q4. Case Study/ Answer in Detail

Marks : 30

- a. Monthly salary of 32 employees of a firm is given below. Tabulate the data after selecting a suitable class interval.

2250, 1800, 1650, 1760, 3520, 5600, 2450, 2680, 2700, 1680, 3650, 3240,
5850, 3150, 1860, 2425, 4520, 3275, 4215, 3760, 1950, 1850, 3750, 2825, 4500, 3800, 4
300, 2750, 4370, 3350, 2375, 3215

- b. A cold drink company is studying the effect of its latest advertising campaign. People chosen at random were called and asked how many cans of the cold drink they had bought in the past week and how many cold drinks advertisements they had either read or seen in the past week.

X(number of ads)	4	9	3	0	1	6	2	5
Y (can purchased)	12	14	7	6	3	5	6	10

- i) Develop the estimating equation that best fits the data
- ii) Calculate the sample co-efficient of determination and interpret it.
- iii) Forecast the number of cans purchased when the number of advertisements seen or read in the past one week were 10.
