

**COMMONWEALTH EXECUTIVE
MBA/MPA PROGRAMME**

Term-End Examination

December, 2007

R-1 : RESEARCH METHODOLOGY

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

Note :

- (i) Attempt any **four** questions from Section A carrying 15 marks each. Section B is **compulsory** and carries 40 marks.
 - (ii) Statistical tables will be provided.
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SECTION A

1. Discuss the importance of research in decision making. Also, discuss various steps of research process with the help of an illustrative example from management area.
2. Describe in brief, the importance of editing, coding, classification, tabulation and presentation of data in the context of a research study.
3. Construct a Thurstone's equal appearing interval scale for a bank interested in knowing about its image in public by developing a number of statements relating to its service, location and timing etc.

4. Explain the format of a good research report indicating different parts and their positioning in the report.
5. The soft drink market is an extremely large market in the US. In a recent year 9.6 billion cases of soft drinks were sold in the US alone. The following data indicate the leading places for soft drink sales :

Place of Sales	Percentage
Supermarket	44
Fountain	24
Convenience store/Filling station	16
Vending	11
Mass Merchandisers	3
Drugstores	2

Display this data as a pie chart.

SECTION B

6. Write short notes on any **four** of the following :
- (a) Randomized Complete Block Design (RBD)
 - (b) Primary and Secondary Data
 - (c) Factor Analysis
 - (d) Copy reading and Proof reading
 - (e) Elements of Communication
 - (f) Presenter's Poise
7. An IQ test was given to a random sample of 15 male and 20 female students of a university. Their scores are recorded as follows :
- Male : 56, 66, 62, 81, 75, 73, 83, 68, 48, 70, 60, 77, 86, 44, 72
- Female : 63, 77, 65, 71, 74, 60, 76, 61, 67, 72, 64, 65, 55, 89, 45, 53, 68, 73, 50, 81
- Use median test to determine whether IQ of male and female students is same in the university. Given that the median of the combined sample is 68.