

Research Methodology For Management Decisions



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Short Description

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SECTION – A

1. How would you define a research problem ? Clearly distinguish between unit of analysis and characteristic of interest.
2. What is a questionnaire ? Highlight the main aspects of a questionnaire. Discuss various types of questions that are used in construction of a questionnaire.
3. You have to evaluate the image of a retail store. Construct a semantic differential scale for this purpose.
4. Explain various types of managerial decisions. Give examples to substantiate your claims.
5. Why is review of literature included in a research report ? What is its purpose ? What

is a bibliography ? What is its purpose ?

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

(a) Latin Square design

(b) Interval Scale

(c) Classification according to dichotomy

(d) Verbal or Prose models.

SECTION – B

7. In 30 tosses of a coin the following sequence of heads (H) and tails (T) is obtained :

HTTHTHHHTHHTTHT

HTHHTHTTHTHHTHT

(a) Determine the number of runs, V

(b) Test at the 0.05 significance level whether the sequence is random ?

Details

1. Case study solved answers

2. pdf/word

3. Fully Solved with answers