Management Programme

ASSIGNMENT
SECOND SEMESTER
2014

MS-95: Research Methodology for Management Decisions

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THE PEOPLE'S
UNIVERSITY

School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
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ASSIGNMENT

Course Code	:	**MS - 95**
Course Title	:	**Research Methodology for Management Decisions**
Assignment Code	:	**MS-95/TMA/SEM - II/2014**
Coverage	:	**All Blocks**

Note : Attempt all the questions and submit this assignment on or before 31st October, 2014 to the coordinator of your study centre.

1. Distinguish between "primary data" and "secondary data" with the help of examples. Which one is easy to collect, why?

2. Discuss the importance of sampling frame. What are the possible errors resulting from a faulty sampling frame?

3. A salesman paid 12 visits to his area sales manager and noted that he had to wait for 10,15,20,17,11,25,30,27,36,40,5 and 26 minutes, respectively, before being called in his office. The area sales manager claims that the salesmen wishing to meet him do not have to wait for more than 20 minutes before being called in. Using the sign test, verify at 0.05 level of significance the claim made by the area sales manager.

4. What is factor analysis? Mention briefly the purpose & uses of factor analysis.

5. Write short note on :

   (a) Information reports

   (b) Research reports.