

MS - 95

Master of Business Administration (Banking & Finance) (MPB)

**ASSIGNMENT
For
January 2025 and July 2025 Sessions**

MS - 95: Research Methodology for Management Decisions

**(Last date of submission for January 2025 session is 30th April, 2025
and for July 2025 session is 31st October, 2025)**



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MS - 95
Course Title	:	Research Methodology for Management Decisions
Assignment Code	:	MS – 95/TMA/JAN/2025
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2025 session is 30th April, 2025 and for July 2025 session is 31st October, 2025.

1. What is the basic nature of research designs? Distinguish between cross-sectional and longitudinal designs. In what situations would you recommend the usage of one over the other? Explain.
2. What should be the criteria for designing the questionnaire? How can questionnaires assist in survey research? How will you design a questionnaire to measure the attitude towards banks and insurance services? Discuss using the steps in the questionnaire design effectively.
3. Processing of data involves editing, coding, classifying and tabulating. Explain each of these steps by taking an appropriate research example.
4. Write a short note on the following:
 - a. Multiple Linear Regression
 - b. Multistage Sampling
 - c. Logical Flow Models
 - d. The Q-Sort Technique
5. A sample of 870 trainees was subjected to different types of training classified as intensive, good and average and their performance was noted as above average, average and poor. The resulting data is presented in the table below. Use a 5 per cent level of significance to examine whether there is any relationship between the type of training and performance.

Performance	Training			
	Intensive	Good	Average	Total
Above average	100	150	40	290
Average	100	100	100	300
Poor	50	80	150	280
Total	250	330	290	870