



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Post Graduate Diploma in Materials Management

Dec 2018

Graduate Diploma in Materials Management

PAPER No. 13

Research Methodology

Date : 31.12.2018

Max. Marks :100

Time : 10.00 a.m to 1.00 pm

Duration : 3 Hrs.

Instructions :

1. Part A: Four Questions (Q 1 to Q 4). All questions are compulsory. Each Question carries 1 mark. (Total marks 32).
2. Part B: From Part B answer any three out of 5 questions. Each question carries 16 marks. (Total marks 48).
3. Part C: (Compulsory). Case study. (Total marks 20)

PART- A

32 marks

Attempt all questions. Each Question carries 1 mark.

Q.1: State whether the following statements are True or False.

(8 Marks)

- a) If the cost of decision is high the dependence on the research is high and vice versa.
- b) Research brief helps to avoid and reduce disputes between the client and researcher.
- c) The data directly collected by the researcher is known as Secondary data.
- d) In a probability sample, every unit in the population has equal chance for being selected as sample unit.
- e) The normal probability distribution occupies a place of central importance in Modern Statistical Theory.
- f) Index numbers are non specialised averages.
- g) Analysis of Variance is also known as AVONA.
- h) A statistical package is a suite of computer programs that are specialised for statistical analysis.

Q.2: Fill in the blanks.

- a) Research Methodology is a method to solve the research problem _____.
- b) A manager while getting in the activity would be emotional whereas a researcher would be _____.
- c) Numerical figures are represented by pictures, known as _____.
- d) A sample is _____ of the population.
- e) The mathematical definition of probability was given by _____.
- f) Statistical Estimation is of two types _____.
- g) _____ is type of Parametric Test.

h) The types of research report are _____.

Q3. State the general full forms of the given abbreviations.

(8 Marks)

- i. SNAP
- ii. AIMA
- iii. MR
- iv. KISS
- v. IGST
- vi. FII
- vii. QCD
- viii. CMP

Q4: Match the following:

(8 Marks)

A

- 1. Questionnaire
- 2. Histogram
- 3. X-11 Census Method
- 4. Chi-Square Test
- 5. Consumer Price Index
- 6. Aviation
- 7. Coefficient of Variation
- 8. Research

B

- a. Area of Research
- b. Sampling
- c. Statistical Analysis
- d. Primary Data Collection
- e. Retail Price Index
- f. Zee Chart/ Z Curve
- g. Search for knowledge
- h. Hypothesis

PART B

(Answer any three)

(3 x 16 = 48 Marks)

Q.5: Describe briefly about Central Tendency & its various measures.

Q.6: If the number 3.2, 5.8, 7.9 and 4.5 have frequencies x , $(x + 2)$, $(x - 3)$ and $(x + 6)$ respectively and their arithmetic mean is 4.876, find the value of x .

Q.7: Shift the base of following series to 2012 and to 2014.

Year	:	2010	2011	2012	2013	2014	2015
Index no.	:	125	155	185	220	265	320

Q.8: Write brief note on any two of the followings:

- a) Qualities of a Researcher
- b) SPSS Software
- c) Types of Research

Q.9: Describe the Research Process/ Cycle.

PART C (compulsory)

(20 Marks)

Q.10: CASE STUDY

A multinational FMCG is planning to open its chain in Indian Metro Cities. The Company wishes to conduct a consumer survey to arrive at: -

- I. Preferred Locations
- II. Buying behaviour of consumer
- III. Price factor
- IV. Target Market

You are required to do the following: -

- I. Prepare Research Design
- II. Questionnaire for Data Collection
- III. Method for data collection
- IV. Recommend Statistical Tools to generate meaningful information based on collected data.
