**ASSIGNMENT**

| | | |
|---|---|---|
| **Course Code** | **:** | **MMPC-015** |
| **Course Title** | **:** | **Research Methodology for Management Decisions** |
| **Assignment Code** | **:** | **MMPC-015/TMA/JULY/2026** |
| **Coverage** | **:** | **All Blocks** |

**Note: Attempt all the questions and submit this assignment to the Coordinator of your study centre. Last date of submission for July 2026 Semester is 31st October 2026 and for January 2027 Semester is 30th April 2027.**

1. Define research and explain its importance in managerial decision-making. Explain the different categories of research employed in business studies. Explain the manner in which scientific research enhances organisational decision-making efficacy.

2. What constitutes a research problem? Explain the methodology for identifying and defining a research issue within the domain of management research. Support your answer with suitable examples.

3. Describe the principle and significance of sampling in research. Distinguish between probability and non-probability sampling strategies, using appropriate examples.

4. Discuss the notion of measuring and scale within research technique. Describe the various categories of measurement scales and scaling methodologies used in managerial research.

5. Describe the process of data analysis in management research. Examine the function of statistical instruments in hypothesis testing and managerial decision-making. Illustrate with the help of examples.

## 1. Define research and explain its importance in managerial decision-making. Explain the different categories of research employed in business studies. Explain the manner in which scientific research enhances organisational decision-making efficacy.

### Answer

### Meaning of research

Research is a systematic and purposeful investigation undertaken to obtain reliable knowledge about a problem, situation or relationship. In management, it means collecting relevant information, examining it in an organised way and drawing conclusions that can support action. It is different from casual observation because the researcher states the problem clearly, follows a planned method, uses evidence and checks whether the conclusions are reasonable. Business research may study customers, employees, markets, operations, finance, technology or any other area in which a manager has to make a decision under uncertainty.

### Importance in managerial decision-making

Managers make decisions about pricing, product design, capacity, recruitment, advertising, inventory, investment and many other matters. Research reduces the dependence on guesswork in such decisions. It helps a manager understand what is actually happening, why it may be happening and what consequences different actions may produce. For example, if sales are falling, research can separate possible causes such as a price problem, weak distribution, changing customer preferences or a competitor's new offer. Once the likely cause is identified, management can choose a more focused response instead of applying a general remedy.

Research also improves planning. Forecasts based on past data, market surveys and economic indicators help a firm estimate demand and allocate resources. It supports control by providing benchmarks and performance information. Employee attitude surveys can reveal areas of dissatisfaction; quality studies can locate defects in a production process; and customer feedback can show whether service standards are being achieved. Research is equally useful for evaluating a decision after implementation. A company that introduces a new incentive scheme can compare performance before and after the change and decide whether the scheme should be continued, modified or withdrawn.

### Categories of research used in business studies

Business research can be classified in several useful ways. The categories are not mutually exclusive; one study may fit more than one category depending on its purpose and method.