



PS – 291

II Semester M.B.A. (Day/Evening) Examination, Nov./Dec. 2022  
(CBCS – 2021-22 Onwards)

MANAGEMENT

2.2 : Management Research Methods

Time : 3 Hours

Max. Marks : 70



SECTION – A

Answer **any five** of the following. **Each** question carries **five** marks. **(5×5=25)**

1. What is meant by statement of problem ? What are the key elements in the statement of problem ?
2. Differentiate between Deductive and Inductive logic.
3. What is the role of editing and coding in the data preparation process ?
4. What is univariate and bivariate analysis of data ? Give examples.
5. What are the qualitative methods of data collection ?
6. What is Descriptive and Exploratory research ? Explain with examples.
7. Differentiate between Parametric and Non-Parametric tests.

SECTION – B

Answer **any three** questions. **Each** question carries **10** marks. **(3×10=30)**

8. With suitable examples, explain the different types of scaling methods.
9. What is meant by a Hypothesis ? What are the different types of hypothesis ? Using suitable example demonstrate how you would formulate a hypothesis.
10. Explain in detail the process of Business analytics.
11. Describe in detail the format of research report. Explain the significance of a research report.

P.T.O.



## SECTION – C

**Compulsory question :****(1×15=15)**

12. Case Study :

A Company is engaged in the manufacture of “Ready to Eat” foods. The company accounted for about 10% of the market shares in Idli/Dosa mix, which is its main product. However, the company has been facing stiff competition from a competing brand in the last six months, resulting in gradual decline in sales volume. The company is very much concerned with this and after series of meetings the board of director decide to hire an external agency to conduct a Systematic study and analyze the situation.

As a marketing consultant of the external agency :

- a) Write the problem statement.
  - b) Define the Research objective.
  - c) What type of sampling techniques would be used and which is the method of data collection you would select and why ?
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