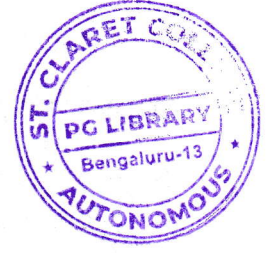




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**II Semester M.B.A. (Day and Eve.) Examination,  
December 2024/January 2025  
(CBCS) (2021-22 Onwards)  
MANAGEMENT**

**Paper – 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 research gap ? How does it help in formulating a unique and valuable research problem ?
2. An IQ test was administered to 5 persons before and after they were trained. The results are given below :

Candidate	I	II	III	IV	V
<b>IQ before Training</b>	110	120	123	132	125
<b>IQ after Training</b>	120	118	25	136	121

Test whether there is any change in IQ level after the training programme.  
Assume level of significance as 5%.

3. What is citation ? Why is it important in research ? Describe two commonly used citation styles.
4. What is interval scale ? Discuss its unique properties and give an example.
5. Discuss the importance of setting clear research objectives. How do well-defined objectives guide the research process ?
6. What is data editing in the context of data processing ? Discuss its importance and the steps involved in the editing process.
7. What is purposive sampling ? Provide an example of how it is applied in qualitative research.

P.T.O.



## SECTION – B

Answer **any three** questions. **Each** question carries **10** marks.

(3×10=30)

8. How would you distinguish between management decision problem and Management Research problem ? Do all decision problems require research ? Explain with examples.

9. What is Observation method of data collection ? What are the different types of observation methods ? Explain with examples.

10. The following data give the ages and blood pressure of 10 women.

<b>Age</b>	56	42	36	47	49	42	60	72	63	55
<b>Blood Pressure</b>	147	125	118	128	145	140	155	160	149	150

a) Find the correlation coefficient between age and blood pressure.

b) Determine the least squares regression equation of blood pressure on age.

c) Estimate the blood pressure of a woman whose age is 45 years.

11. Explain the role of analytics in various business support functions, such as marketing, finance, and human resources. Provide examples of how analytics adds value in each area.

## SECTION – C

12. **Compulsory** Question :

(1×15=15)

Spiritual tourism is the fertile ground for exercising cultures and talents, fostering special kinds of relations between the pilgrims and host population, between the tourist and the host environment. Visit to a sacred place as an act of religious devotion is an age-old tradition, followed by people all over the world. The flow of tourists to places of religious importance in India has increased in the last couple of decades tremendously with availability of modern means of travel, like airplane, train and road transport, increase in accommodation facilities, globalization and growth of technology that provides vast information about all places and facilities. Karnataka is a tapestry of colors, cultures, flavors,



landscapes, timelessness and heart stopping beauty and is very famous for temples (Udupi) and (Hampi) is an example for spiritual tourist location. Karnataka is one of the four southern states of India. The name of the land Karnataka has come from 'Kari-nadu' meaning the land of black soil, and some others hold that 'Karunadu' also means elevated land; either way the land is celebrated as beautiful throughout its ancient literature. Every region across the world with a sizeable Indian population is sure to have an Udupi hotel that serves the sumptuous traditional South Indian fare that this small town is famous for. Udupi is a picturesque small coastal town nestled in the south-western part of India and it was built with Lord Krishna temple as its hub. People from across the world visit Udupi to consume the famous food prepared by the Udupi Brahmins and consider it to be very sacred.

**Questions :**

- a) If you have to study the spiritual and pilgrim satisfaction with reference to Karnataka, what study title will you frame ?
  - b) How will you identify the research problem ?
  - c) What will be the objectives of your research ?
  - d) What sampling techniques will you use to draw data ?
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