



II Semester M.B.A. (Day and Eve.) Examination, Nov./Dec. 2023
(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 extensive literature review ? What are the types of extensive literature review ?
2. "Research design is called the blue print of the research study", justify the significance of the above statement in Business Research.
3. Describe the condition of good measurement and distinguish between Nominal Scale and Ordinal Scale.
4. What is data coding, and why is data coding usually performed after data editing ?
5. What are in-depth interviews, and why are they valuable in qualitative research ?
6. Differentiate between Citation and Reference with examples.
7. Write a note on :
 - a) Sports Analytics
 - b) Social Media Analytics.

SECTION – B

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

8. What are research variables, and explain the different types of research variables with examples.
9. What is report writing ? Explain the process of report formulation and writing.



10. 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. Perform Chi-square test at 5% level of significance to examine whether there is 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

11. Explain the components of a typical business analytics architecture and framework. How do they support the efficient and effective execution of analytics projects ?

SECTION – C

Compulsory question : Case study :

(1×15=15)

Over the last decade, recycling of household waste has become an extremely important behavior across the nations. However, in Asian countries this fluctuates from one country to the other. China is the leader amongst waste management while India, an equally large country, still has a long way to go. Though these are essentially policy driven or community driven initiatives, there are a number of attitudinal and motivational barriers to recycling, acting at an individual level. Punita Nagarajan, a business studies graduate with a keen interest in environmental issues, read about this in a special report in the newspaper. She recognized a potential business opportunity. It seemed obvious to her that there was scope for a potentially lucrative business related to some aspect of household recycling. All she had to do was work out some way of alleviating the inconvenience people associated with recycling.



Punita decided that a door-to-door recycling service may be a profitable way to get people to recycle, she believed that households would be willing to pay a small fee to have their waste collected on a weekly basis, from outside their home. Punita discussed this idea with a few friends, who were very receptive, reinforcing Punita's views that this was indeed a good business opportunity. However, before she developed a detailed business plan, she decided it was necessary to confirm her thoughts and suspicions regarding the consumer's views about recycling. In particular, she needed to check that her ideas, about convenience and recycling, were on the right track. To do this, she decided to conduct some research into attitudes towards household recycling.

Questions :

1. Define the Research Objectives.
 2. What is the kind of research design and sampling technique would you advocate here ?
 3. Identify your variables and the population under study.
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