[21007/21107]
SPECIAL DRIVE - DEC - 2022
M.B.A./M.B.A. TOURISM AND HOSPITALITY DEGREE
EXAMINATIONS
SECOND SEMESTER
Paper - VII : RESEARCH METHODOLOGY FOR MANAGEMENT
(2016-17 and 2017-18 Admitted Batches)
(Common for M.B.A. and M.B.A. T and H)

Time : 3 Hours   **Maximum Marks: 75**

SECTION - A

I.   Answer any FIVE questions not exceeding One page each.   (5×4=20)

1.   Defining Research problem.

2.   Casual Research

3.   Research Design

4.   Meaning of Schedule

5.   Likert scale

6.   Editing of Data

7.   Sign Test

8.   Factor Analysis

SECTION - B

II.   Answer ALL the questions not exceeding 4 pages each.   (5×8=40)

1.   a)   What do you understand by Research? Discuss its importance.

(OR)

b)   What is the hypothesis? How is it formulated?

2.   a)   Outline briefly about various methods of Sampling.

(OR)

b)   What are the objectives of Exploratory Research?

3.   a)   What are the different sources of Data collection?

(OR)

b)   "Questionnaire plays a vital role in the process of Research." Discuss.

4. a) What precautions are required while preparing Research Report?

(OR)

b) Outline the process involved in classification of Data.

5. a) What is Multivariate Analysis? What are its advantages?

(OR)

b) Briefly explain about Non Parametric Tests.

SECTION - C
(Case Study)
(Compulsory)

(1×15=15)

III. ABC Company is planning to start a five star hotel in Visakhapatnam. You are appointed as a consultant to the company. What are the issues and problems you are going to encounter in this context? What aspects you would like to study through research in this context? Design a questionnaire for measuring customer satisfaction. You may use your own data if required.

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