



MBA.T.II/11. 255

M.B.A DEGREE (TRAVEL AND TOURISM) II SEMESTER EXAMINATION APRIL 2011

SMT 2201 RESEARCH METHODOLOGY

Time: 3 Hours

Maximum Marks : 50

(All questions carry EQUAL marks)

(5 x 10 = 50)

- I. A. Illustrate with example the importance and use of research in managerial decision making.
OR
B. Explain the important steps to be followed in scientific research in management.
- II. A. What is a Case Study method? Explain its relevance and usefulness in management research.
OR
B. What is a Research Design? Describe its different components.
- III. A. Discuss the different methods of data collection.
OR
B. Compare and contrast the advantages and disadvantages of Census method and sampling method of data collection.
- IV. A. Describe the importance and usefulness of correlation and regression analysis as statistical tools in management research.
OR
B. Distinguish between univariate and bivariate analysis, bringing at their uses with examples.
- V. A. Explain the basic components of a research report and the procedure for writing it.
OR
B. Distinguish between Factor Analysis and Discriminant Analysis, citing the situations in which they are used.
