Course Name	Research methods in Management	Course Code	OP301
Max. Time	1 hour	Max. Marks	20

Instructions: Attempt all the questions. Marks are indicated against each question.

1. A three-star hotel in Delhi has been experiencing a decline in its occupancy during the past one year. The management has recently reviewed the problem and is seriously considering to attract business executives as also to provide adequate facilities for holding business conferences, workshops etc. Since this would involve some renovation of the existing building in addition to new furniture and equipments, the management wants to be cautious in undertaking such expenditure. Since its inception several years ago, the hotel has been maintaining a complete record of its guests. When a person visits the hotel for the first time, his/her demographic details along with purpose of visit and duration of stay are entered on a card. All subsequent visits along with duration of stay are dated and recorded on the same card. The gusts file has expanded tremendously containing over 8000 cards. The management wants to make use of this readily available information along with any additional information necessary in this regard.

    Answer the following questions in brief:

    a)   Define the management decision problem and research problem by following the suitable steps? (4)

    b)   What type of research design would you suggest for it and why? (3)

    c)   Design suitable descriptive and relational hypothesis for the situation given? (4)

2.   Distinguish between following by citing an example from the industry of your choice

a)   Focus Group discussion and Observation method   (3)
b)   Single cross sectional, multiple cross sectional and longitudinal research design   (4)
c)   APA Style Citation   (2)