



ECGS
EDUCATION

MMPC-015: Research Methodology for Management

1. Define *research*. Explain the significance of research in management decision-making.
2. What is the difference between applied research and basic research? Give examples.
3. Discuss the steps involved in the research process.
4. What do you understand by problem formulation in research? How is a research problem identified?
5. What is a research design? Discuss its types with suitable examples.
6. Explain exploratory, descriptive, and causal research designs.
7. What is sampling? Differentiate between probability and non-probability sampling methods.
8. Describe the steps in the sampling process. Give examples.
9. What are the methods of data collection in management research?
10. Differentiate between primary and secondary data. Give suitable examples.
11. What precautions should be taken while designing a questionnaire or schedule for research?
12. Explain the coding, editing, and tabulation processes in data preparation.
13. What is hypothesis testing? Explain with steps and an example.
14. Discuss the importance and characteristics of a good research report.
15. What is the role of statistical tools in management research? Name any three commonly used tools.
16. Read the following case carefully and answer the questions given at the end :

“XYZ Textiles Pvt. Ltd.” has a large workforce of over 200 employees. A recent change in shift timings created unrest among the workers. Several workers were found leaving the premises early, which led to reduced productivity and missed

shipment deadlines. The management, following strict HR policy, suspended three employees without an inquiry. This led to resentment among others and even a temporary strike. The HR Manager feels the situation could have been handled more sensitively. Meanwhile, the Production Manager defends the disciplinary action and emphasizes strict adherence to company rules to maintain order.

Questions:

1. Identify and explain the core organizational behaviour issues in the case.
2. What steps could the management have taken to avoid such a conflict?
3. As the HR Manager, how would you balance discipline with employee morale in such a situation?
4. Suggest a suitable conflict resolution strategy based on OB theories.
5. If you were part of the top management, how would you redesign the communication process to avoid such escalations in the future? Read the

17. following case carefully and answer the questions given at the end :

Mr. Arun, a senior accounts assistant in a mid-sized FMCG company, had been working with dedication for over seven years. He was known for his accuracy and punctuality. However, following a management reshuffle and the retirement of his former reporting manager (whom he respected deeply), Arun was placed under a new department head, Mr. Vivek.

Mr. Vivek was young, result-oriented, and often disregarded the emotional and personal dynamics of his team. Arun started feeling unappreciated. His suggestions were overlooked, and he was rarely given any feedback.

Within a few months, Arun's behavior changed. He became silent during team meetings, started missing deadlines, and took frequent unplanned leaves. HR was informed when he started avoiding official events altogether.

When the HR Manager approached Arun for a meeting, he broke down and said, "I feel invisible here. I'm no longer sure if I matter to this organization."

Questions:

1. What are the major behavioural issues visible in the case? Identify any two Organizational Behaviour concepts reflected.

2. How could Mr. Vivek have managed the transition more effectively to avoid such disengagement?
3. What motivation theory best explains Arun's decline in performance? Explain.
4. As the HR Manager, what interventions would you suggest to re-engage Arun in his work?
5. Based on the case, suggest two long-term strategies for the organization to maintain employee morale post leadership changes.

18. Read the following case carefully and answer the questions given at the end :

Mr. Arvind is a newly promoted team leader at an IT company in Bangalore. His team consists of six members, including two who were his peers before the promotion. Arvind was known for his technical expertise and hard work, but he had little experience managing people.

In the first few weeks, Arvind tried to implement a very strict reporting structure. He asked team members to send daily reports, and insisted on pre-approvals for even small decisions. His approach caused frustration, especially among the senior team members who felt micromanaged.

One of them, Deepika, expressed her concern during a team meeting. She said that the team was capable of handling responsibilities without being constantly monitored. Arvind replied coldly and the atmosphere became tense. Over the next few days, team members started showing signs of disengagement: missing deadlines, avoiding communication, and displaying low morale.

When Arvind approached his manager, Ms. Leena, about the poor performance of the team, she advised him to re-evaluate his leadership style and consider more participative methods.

Questions:

1. What do you identify as the main problem in this case?
2. Evaluate Arvind's leadership style. What could be its possible advantages and disadvantages?
3. What role does emotional intelligence play in this situation?
4. How do peer relationships change after a team member is promoted?
5. As Ms. Leena, what steps would you suggest to improve the team dynamics?
6. If you were Arvind, what would you do differently to gain the respect and cooperation of the team?

7. Discuss the communication gap between Arvind and his team. How could it have been prevented?
8. What strategies can be used to handle resistance from former peers after a promotion?
9. Explain the impact of micromanagement on employee motivation using this case.
10. Relate this case to the theories of leadership (Transactional vs. Transformational Leadership). Which one fits better?
11. Suggest two training programs that Arvind could undergo to develop better leadership skills.
12. How important is feedback in improving team performance in such scenarios?
13. What organizational support can be provided to new leaders to help them adjust?
14. If the situation does not improve, what could be the long-term effects on the team and the project?
15. Should Arvind apologize to the team or take another approach? Justify your answer.