

## **BA5202 BUSINESS RESEARCH METHODS**

### **IMPORTANT QUESTIONS AND QUESTION BANK**

#### **UNIT-I INTRODUCTION**

##### **2-Marks**

1. State the objectives of research?
2. Identity the criteria of good research?
3. Compare Quantitative vs Qualitative research?
4. Compare conceptual vs empirical research?
5. Explain research problem?
6. Define research?
7. Cross sectional research?
8. Define management research?
9. Define management research?
10. Define business research?
11. Highlight the significance of business research?
12. Enumerate the characteristics of research hypothesis?
13. What is conclusive research?
14. Experimental research vs non experimental research?
15. What is induction process in research?

##### **13-Marks**

1. Explain the management research method?
2. Types of research?
3. Explain the problem identification process?
4. Explain the technology and business research?
5. Compare and contrast any 4 types of research using illustration?
6. Explain using example the role of theory in formulating hypothesis for a research of your choice?
7. Explain the criteria of good research?
8. Characteristic of hypothesis?
9. Procedure for hypothesis testing?
10. Sources of hypothesis?
11. Rules in hypothesis development?
12. Important elements of a research plan?
13. Factors affecting research design?
14. Significance of research design?
15. Features of the research design?

## **UNIT-II RESEARCH DESIGN AND MEASUREMENT**

### **2-Marks**

1. State the purpose of scaling in research?
2. What is "instrument" in research design? Give example?
3. Experimental and control group?
4. Experimental error?
5. Max-min con principles or control principles of various?
6. What is con founded relationship?
7. What is nature of concept?
8. Three tenets of research design?
9. Difference between concept and a variable?
10. What are indicators in research?
11. What is construct in research?
12. What is tested?
13. What is manipulated?
14. What are the controlled variables?
15. What is boards?

### **13-Marks**

1. Explain the research design?
2. Types of variables?
3. Factors in research?
4. Types of scales?
5. Explain the measurement in research?
6. Classification of scale?
7. Factors affecting internal validity of the experimental design?
8. Explain Types of validity?
9. Explain and compare different types of experimental design?
10. Describe the steps involved in the construction of an instrumentation of carryout the research in the domain of consumer behavior?
11. Conducting an experiment?
12. Formal experimental design?
13. Characteristics of sound measurement?
14. Different scales for measuring attitudes of people?
15. General guidelines for developing a multiple item scale?

## **UNIT-III DATA COLLECTION**

### **2-Marks**

1. What is data?
2. Define Internal data sources?
3. Define external data sources?
4. What is sampling?
5. What is population?
6. What is survey of sampling?

7. Probability sampling & non probability sampling?
8. What is snowball sampling?
9. What is judgement sampling?
10. What is the sampling size?
11. What is element sampling?
12. What is fish bow/draw?
13. How the 'experimental data' is collected in business research?
14. What is 'census method'? illustrate the business use?
15. What is cluster sampling?

### 13-Marks

1. Explain the types of data?
2. Explain the Qualitative and Quantitative data?
3. Classification of Qualitative methods?
4. Explain the types of focus groups?
5. Personal interview method of data collection?
6. Categorization of personal interview?
7. Projective techniques methods?
8. Explain the Questionnaire method of data collection?
9. Explain the Questionnaire design process?
10. Explain the concept of sampling?
11. Explain types of sampling?
12. Determination of sample size?
13. Discuss the issue involved in the construction of a primary data collection tool, with an example?
14. How the sample size is calculated for finite and infinite population. Explain with an example?
15. Methods of collecting primary data?

### UNIT-IV DATA PREPARATION AND ANALYSIS

#### 2-Marks

1. State the importance of data preparation?
2. Compare the Qualitative and Quantitative data analysis?
3. What is correlation?
4. What are the benefits of data editing?
5. What are the data preparation process?
6. What is cluster analysis?
7. What is factor analysis?
8. Define objectives of MDS?
9. What is discriminant analysis?

10. What is parametric test?
11. Difference between parametric & non-parametric tests?
12. What are the applications of chi-square?
13. What is the multi-dimensional scaling?
14. What is data coding?
15. What is exploratory data analysis?

13-Marks

1. Explain the data preparation process?
2. Distinguish between correlation and regression analysis?
3. Explain the vertical icicle diagram?
4. Explain the factory analysis?
5. Explain the multi-dimensional scaling?
6. Parametric and non-parametric tests?
7. Explain the application of chi-square?
8. Types of non-parametric test?
9. Explain the factors of SPSS with its features?
10. List the step in Cluster Analysis.
11. Statistical software is useful for data analysis – Justify?
12. Identify how the data is processed? Explain in detail. Give its advantages.
13. Sketch the purpose of using Descriptive Analysis?
14. A company observe that when it decreases the prices of its product, there is increase in sales. The observed data is as follows;

Demand	Price
28	8
33	7
38	6
47	5
52	4
56	3
61	2

Fit the regression equation and the test the significance of slope and model.  
Also find goodness of fit?

15. The annual advertising expenditures (in lakhs of rupees) and the corresponding annual sales (in crores of rupees) for the past ten years of a company are given in the table below:

DATA ON ANNUAL EXPENDITURE AND ANNUAL SALES					
Year(i)	Annual advertising(xi)	Annual sales (y i)	Year(i)	Annual advertising (x i)	Annual sales (y i)
1	10	20	6	20	78
2	12	30	7	22	89
3	14	37	8	24	100
4	16	50	9	26	120
5	18	56	10	28	110

Find the correlation coefficient between annual advertising expenditure and annual sales revenue using the basic formula. Also test the significance of the correlation coefficient at a significance level of 0.05?

**UNIT-V REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH**

**2-Marks**

1. What are the types of research report?
2. What is the significance of effective documentation?
3. What is technical report?
4. What are the research position paper?
5. Highlight the 'concept of report' in business research?
6. What is 'tone' referring to in business research?
7. What is oral presentation?
8. What is the documentation style?
9. What is preparation of the report outline?
10. Content of the report?
11. What is the end matter?
12. What is preparation of index?
13. Define research report.
14. Discuss "synopsis"
15. Define Bibliography.

13- Marks

1. What is research report? Explain the objectives of a report?
2. Types of business report?
3. Characteristic of a good report?
4. Explain the types of research report?
5. Mechanise of writing a research report?
6. Precautions of writing a research report?
7. Explain the steps in writing report?
8. Layout the research report?
9. Explain the content of the report?
10. Explain the preliminaries?
11. Explain the end matter?
12. Detail the ingredients of a research report. State the significance of each component of it?
13. Explain in detail the remedial strategies to curtail unethical practices in business research?
14. Examine the ethical issues involved in Research? Explain in detail.
15. Explain briefly the various elements included in research report?

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