

SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY: PUTTUR

Department of MBA

SUB: BUSINESS RESEARCH METHODS (16MB710)

Important questions

Unit 1

1. What is business research? Explain the importance of business research in Managerial decision making
2. Explain the following ones
A) Concept B)Construct C)Variables
3. What is information? Discuss the type of information need to run the Business
4. Explain A)Construct B) Definition C) Proposition D) Hypothesis E)Theory
5. Define the term 'Research', Enumerate the characteristics of research. Give a Comprehensive definition of research.
6. What do you mean by scientific investigation and explain them in detail.
7. "Research is much concerned with proper fact finding, analysis and evaluation." Do you agree with this statement? Give reasons in support of your answer.
8. Discuss languages of research in detail
9. Define ethics and explain the importance of ethics in business research with suitable examples
10. Define the term technology and discuss the significance of technology in modern research
Part.

Unit 2

1. Indicate the sources of research process. Enumerate the steps of the research process.
2. Give the sources of research problem. How a problem is identified? Enumerate the criteria for the selection of a problem.
3. How is a problem stated? Describe the various ways of defining a problem. Discuss Characteristics of good problem
and criteria for evaluating a problem.

4. Define the term 'Review of literature', how is it different from traditional meaning?
Enumerate the objectives and significance of review of literature.
5. Explain the nature and functions of a hypothesis in a research process.
6. Discuss in detail the procedure of hypothesis testing with example of one and two tailed test
7. Indicate the main characteristics of a good hypothesis and uses of a hypothesis in various types of research studies.
8. What are the major differences between descriptive and exploratory research designs
9. Are the following nominal, ordinal, interval or ratio data? Explain your answers.
- (a) Temperatures measured on the Kelvin scale.
 - (b) Military ranks.
 - (c) Social security numbers.
 - (d) Number of passengers on buses from Delhi to Mumbai.
 - (e) Code numbers given to the religion of persons attempting suicide.
10. What is the meaning of measurement in research? What difference does it make whether we Measure in terms of a nominal, ordinal, interval or ratio scale? Explain giving examples.

Unit 3

1. What do you mean by 'Sample Design'? What points should be taken into consideration by a Researcher in developing a sample design for this research project.
2. How would you differentiate between simple random sampling and complex random sampling?
Designs? Explain clearly giving examples.
3. Why probability sampling is generally preferred in comparison to non-probability sampling?
Explain the procedure of selecting a simple random sample.
4. Under what circumstances would you recommend:
- (a) A probability sample?
 - (b) A non-probability sample?
 - (c) A stratified sample?
 - (d) A cluster sample?
5. Describe the various steps which are used in designing a questionnaire. Indicate its advantages

and limitations.

6. Differentiate between questionnaire and schedule. Indicate problems in which these tools are required.
7. Discuss the methods of collecting data.
8. What is interview and explain the various types of interview methods with their merits and demerits.
9. Briefly discuss guidelines for construction of questionnaire
10. Discuss any three methods of primary data collection with advantages and disadvantages

Unit 4

1. Explain the phrase 'Analysis of Data' or 'Treatment of Data'. Indicate the need and importance of data analysis.
2. Differentiate between descriptive statistical analysis and inferential statistical analysis.
3. Distinguish between parametric statistics and non-parametric statistics. Indicate their uses in different types of data or researches.
4. Describe the role of statistics and parameters in analysing the data. Illustrate your answer with suitable example.
5. What are the statistical techniques which are commonly used in educational research?
6. Enumerate the important considerations for statistical analysis with special references to parametric statistics and non-parametric statistics.
7. What do you mean by measures of central tendency? Name different measures of central Tendency and discuss them in brief.
8. How will you differentiate between descriptive statistics and inferential statistics? Describe the important statistical measures often used to summarise the survey/research data.
9. What does a measure of central tendency indicate? Describe the important measures of central tendency pointing out the situation when one measure is considered relatively appropriate in comparison to other measures.
10. What is meant by inferential analysis discuss various methods

Unit 5

1. Indicate the basis for selecting a statistical technique in analysing data for educational research.
2. What do you understand by research report or thesis? Indicate its need and importance in the research work.
3. Indicate the general format of research report and mention its specific category of each major section of report.
4. Differentiate between bibliography and footnotes or references. Illustrate your answer with examples.
5. Point out the mechanics of report writing and illustrate your answer with examples.
6. Discuss guidelines for preparing a good research report
7. Discuss the layout of a research report covering all relevant points
8. Distinguish between a technical report and popular report
9. Discuss various types of research report with example
10. Briefly discuss the components of research report

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