EASWARI ENGINEERING COLLEGE

DEPARTMENT OF MANAGEMENT STUDIES

BA 7207 – BUSINESS RESEARCH METHODS
Question Bank

PART- A

1. Define Research.
2. State the meaning of Research Design.
3. What is Research Problem?
4. What are the Objectives of research?
5. State the different types of research
6. What are the steps in Research Process?
7. List the Hallmarks of Scientific research.
8. List the threats relating to Internal Validity.
9. State the Components of research problem suggested by R.L.Ackoff
10. List the purpose of conducting Literature Survey.
11. What is Hypothesis?
12. What are the characteristics of hypothesis?
13. What is null hypothesis and alternative hypothesis?
14. Explain Level of Significance
15. Define Sign Test
16. Define Research Design.
17. What are the Needs for Research Design?
18. What are the Features of Good Research Design?
19. What are the different types of variables?
20. What is Nominal Scale?
21. Differentiate Interval Scale & Ratio Scale.
22. Explain Ordinal Scale.
23. What is MDS?

24. What is Lab Experiments?
25. State the Classification of research design
26. What is Thurston Scaling?
27. What are the different measurement scales?
28. What are Comparative scaling techniques?
29. What are Non-comparative scaling techniques?
30. What is Scale Evaluation?
31. What is Exploratory Research?
32. What are the objectives of Casual Research?
33. What are the Threats to internal validity?
34. What are the Threats to external validity?
35. What are the different types of Research design?
36. What are the several methods of collecting primary data?
37. State the difference between Questionnaire and Interview Schedule.
38. What is Pantry Audits?
39. Explain Sociometry?
40. What is Case Study Method?
41. What is sampling?
42. What is Sampling Frame?
43. Define Sampling Error?
44. What is Precision?
45. What is Sampling Unit?
46. What is Probability Sampling?
47. Describe the commonly used Sampling Distribution?
48. State Central Limit Theorem.
49. What are the Properties of the Sampling Distribution?
50. Explain the Primary Sources of Data
51. What is Mail Questioners?
52. State different types of Sample Design.

53. State the advantages and disadvantages of Simple Random Sampling.
54. What is Cluster sampling?
55. Differentiate Single stage and Multistage cluster sampling
56. What is Area sampling?
57. Differentiate Stratified random sampling Vs Cluster sampling
58. What is Double sampling?
59. State the advantages & disadvantages of Electronic Questionnaire.
60. What are the different types of Observation?
61. List the different types of Interviews.
62. What are the different types of Questionnaires?
63. What are the different types of data collection methods?
64. List the Experimental Designs.
65. What are the steps in Ex Post Facto Designs?
66. What is Nominal Group Technique (NGT)?
67. What is Delphi Method?
68. What is Focus Groups?
69. What is TAT?
70. What is Rorschach test?
71. What is Rosenzweig test?
72. Define Multivariate Analysis?
73. What is Factor analysis?
74. State the term Multivariate analysis of variance (MANOVA) ?
75. What is Multivariate regression analysis?
76. What is Principal components analysis (PCA)?
77. Define Factor analysis?
78. What is Canonical correlation analysis?
79. What is Redundancy analysis?
80. Define Correspondence analysis (CA)?
81. What is Multidimensional scaling?

82. What is Discriminant analysis?
83. What is Linear Discriminant analysis (LDA) ?
84. What is Clustering systems?
85. State the term Recursive partitioning?
86. What do you mean by artificial neural networks?
87. Define Path Analysis?
88. What are the steps in Report writing?
89. List the layout of the research report.
90. What are the types of report?
91. State the mechanics of writing research report.
92. What are the precautions for writing research report?
93. What are the contents of report?
94. What is Research ethics?
95. What is Technical Report?

PART B

1. Briefly describe the different steps involved in a research process.
2. Describe the different types of research, clearly pointing out the difference between an experiment and a survey.
3. "Empirical research in India in particular creates so many problems for the researchers". State the problems that are usually faced by such researchers.
4. "Research is much concerned with proper fact finding, analysis and evaluation." Do you agree with this statement? Give reasons in support of your answer.
5. Write short notes on:
    i. Design of the research project
    ii. Ex post facto research
    iii. Motivation in research

iv. Objectives of research
v. Criteria of good research
vi. Research and scientific method.

6. Describe fully the technique of defining a research problem.
7. What is a research problem? Define the main issues, which should receive the attention of the researcher in formulating the research problem. Give suitable examples to elucidate your points.
8. Write short notes on:
    i. Experience survey
    ii. Pilot survey
    iii. Components of a research problem
    iv. Rephrasing the research problem.
9. "The task of defining research problem often follows a sequential pattern". Explain.
10. Explain the meaning and significance of a research design
11. Explain the meaning of the following in context of research design.
    i. Extraneous variables
    ii. Confounded relationship
    iii. Research hypothesis
    iv. Experimental and control groups
    v. Treatments
    vi. Describe some of the important research designs used in experimental hypothesis- testing research study.
12. "Research design in exploratory studies must be flexible but in descriptive studies, it must minimize bias and maximize reliability". Discuss.
13. Write a short not on 'Experience survey' explaining fully its utility in exploratory research studies.
14. Explain and illustrate the following research designs:
    i. Two group simple randomized design

ii. Latin square design
iii. Random replication design
iv. Simple factorial design
v. Informal experimental design

15. Distinguish between the following:
    i. Simple and composite hypothesis
    ii. Null hypothesis and alternative hypothesis
    iii. One-tailed test and two-tailed test
    iv. Type I error and Type II error
    v. Acceptance and rejection region
    vi. Power function and operating characteristic function.
16. The procedure of testing hypothesis requires a researcher to adopt several steps. Describe in brief all such steps.
17. What do you mean by the power of a hypothesis test? How it can be measured? Illustrate with example.
18. Explain important parametric tests used in testing hypotheses. How such tests differ from non-parametric tests? Explain.
19. Give your understanding of non-parametric or distribution free methods explaining their important characteristics.
20. Narrate the various advantages of using non-parametric tests. Also point out their limitations.

21. Briefly describe the non-parametric tests explaining the significance of each such test.
22. Explain the hallmarks of scientific research
23. Explain the building blocks of science
24. Explain the seven-step process in the hypothetico-deductive method?
25. Explain the research process for basic and applied research?
26. Explain the need for theoretical framework.

27. What are the different types of variables? Explain.
28. 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?
29. Are you in agreement with the following statements? If so, give reasons:
    i. Validity is more critical to measurement than reliability.
    ii. Stability and equivalence aspects of reliability essentially mean the same thing.
    iii. Content validity is the most difficult type of validity to determine.
    iv. There is no difference between concept development and concept specification.
    v. Reliable measurement is necessarily a valid measurement.
30. Point out the possible sources of error in measurement. Describe the tests of sound measurement.
31. Discuss the relative merits and demerits of:
    i. Rating vs. Ranking scales.
    ii. Summated vs. Cumulative scales.
    iii. Scalogram analysis Vs. Factor analysis.
32. Describe the different methods of scale construction, pointing out the merits and demerits of each.
33. Write short notes on:
    i. Sematic differential scale
    ii. Scalogram analysis
    iii. Likert- type scale
    iv. Arbitrary scales
    v. Multidimensional scaling (MDS).
34. Narrate the procedure for developing a scalogram and illustrate the same by example.
35. Explain the factors affecting Internal Validity and External Validity.
36. Explain the threats relating to Internal Validity.

37. Explain the types of Experimental Design.
38. Enumerate the different methods of collecting data. Which one is the most suitable for conducting enquiry regarding family welfare programme in India? Explain its merits and demerits.
39. Describe some of the major projective techniques and evaluate their significance as tools of scientific social research.
40. How does the case study method differ from the survey method? Analyze the merits and limitations of case study method in sociological research.

41. Clearly explain the difference between collection of data through questionnaires and schedules.
42. Write short notes on:
    (a)Depth interview
    (b) Important aspects of a questionnaire
    (c) Pantry and store audits
    (d) TAT & HIT
43. Distinguish between experiment and survey. Explain fully the survey method of research.
44. What are the guiding considerations in the construction of questionnaire? Explain
45. Explain the merits and demerits of the observation method in collecting material. Illustrate with examples.
46. Explain the meaning and significance of the concept of 'Standard Error' in sampling analysis.
47. State the reasons why sampling is used in the context of research studies.
48. What do mean by "Sample design"? Explain the points to be considered while developing a sample design.
49. How would you differentiate between simple random sampling and complex random sampling designs? State with examples.

50. Why probability sampling is preferred in comparison to non-probability sampling? Explain the procedure of selecting a simple random sample.
51. Explain and illustrate the procedure of selecting a random sample
52. Distinguish between:
    i. Restricted and unrestricted sampling
    ii. Convenience and purposive sampling
    iii. Systematic and stratified sampling
    iv. Cluster and area sampling.
53. Explain the different types of sample designs with illustrations.
54. Explain the goodness of measures with examples.
55. "A valid instrument is always reliable, but a reliable instrument may not always be valid." Comment on this Statement.
56. What do you mean by multivariate techniques? Explain in detail.
57. Write a brief essay on "Factor analysis", its importance merits and limitations.
58. Explain important characteristics of Multivariate techniques.
59. Write a short notes on 'rotation' in context of factor analysis
60. Write short notes on:
    i. Cluster analysis
    ii. Multidimensional scaling
    iii. Reflection in context of factor analysis
    iv. Maximum likelihood method of factor analysis
    v. Path analysis.

61. Explain the significance of a research report and narrate the various steps Involved in writing such a report.
62. Describe in brief the layout of a research report, covering all the points.
63. Explain the technique and importance of oral presentation of research findings.
64. What points will you keep in mind while preparing a research report? Explain.

65. What are the different forms in which a research work may be reported? Describe.

66. “Report writing is more an art than hinges upon practice and experience”. Discuss.