



**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY
(AUTONOMOUS) :: PUTTUR**

Siddharth Nagar, Narayanavanam Road – 517583

QUESTION BANK (DESCRIPTIVE)

Subject with Code :BUSINESS RESEARCH METHODS(19MB9011)

Course & Branch: MBA I Year II-Sem

Regulation: R19

UNIT –I

1. What is business research? Explain the importance of business research in Managerial decision making. 10 M
2. Explain the following ones . 10 M
A) Concept B)Construct C)Variables
3. What is information? Discuss the type of information need to run the Business . 10 M
4. Explain A)Construct B)Definition C)Proposition D)Hypothesis E)Theory 10 M
5. Define the term ‘Research’, Enumerate the characteristics of research. Give a Comprehensive definition of research. 10 M
6. What do you mean by scientific investigation and explain them in detail. 10 M
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. 10 M
8. Discuss languages of research in detail. 10 M
9. Define ethics and explain the importance of ethics in business research with suitable examples. 10 M
10. Define the term technology and discuss the significance of technology in modern research Part. 10 M

UNIT –II

1. Indicate the sources of research process. Enumerate the steps of the research process. 10 M
2. Give the sources of research problem. How a problem is identified? Enumerate the criteria for the selection of a problem. 10 M
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. 10 M
4. Define the term ‘Review of literature’, how is it different from traditional meaning? Enumerate the objectives and significance of review of literature. 10 M
5. Explain the nature and functions of a hypothesis in a research process. 10 M
6. Discuss in detail the procedure of hypothesis testing with example of one and two tailed test. 10 M

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7. Discuss the languages of research. 10 M
8. What are the major differences between descriptive and exploratory research designs. 10 M
9. Are the following nominal, ordinal, interval or ratio data? Explain your answers. 10 M
- (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. 10 M

UNIT-III

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. 10 M
2. How would you differentiate between simple random sampling and complex random sampling Designs? Explain clearly giving examples. 10 M
3. Why probability sampling is generally preferred in comparison to non-probability sampling? Explain the procedure of selecting a simple random sample. 10 M
4. Under what circumstances would you recommend: 10 M
- (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. 10 M
6. Differentiate between questionnaire and schedule. Indicate problems in which these tools are required. 10 M
7. Discuss the methods of collecting data. 10 M
8. what is interview and explain the various types of interview methods with there merits and demerits. 10 M
9. Briefly discus guidelines for construction of questionnaire. 10 M
10. Discuss any three methods of primary data collection with advantages and disadvantages 10 M

UNIT-IV

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

UNIT-V

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

9. Discuss various types of research report with example 10 M
10. Briefly discuss the components of research report 10 M

Case study: 1

Ms.Cheritha, as the advertising manager for chemical topics magazine, is charged with the responsibility for selling advertising space in the magazine. The magazine deals primarily with chemical processing technology and is distributed solely by subscription. Major advertisers in the magazine are the producers of chemical processing equipment since the magazine is primarily directed at engineers and other technical people concerned with the design of chemical processing units . Since the size and composition of the target audience for chemical topics are key concerns for prospective advertisers, Ms.Cheritha is interested in collecting more detailed data on leadership. While she presently has total circulation figures, she feels that these understate the potential exposure of an advertisement in chemical topics. In particular, she feels that for every subscriber to chemical topics, there are several others in the firm to whom chemical topics are routed for their perusal. She wishes to determine how large this 'secondary' audience is and also wishes to develop more detailed data on readers such as degree of technical training, level in the administrative hierarchy, and so on, since feels that these detail s would be quite helpful in influencing potential clients to commit their advertising dollars to chemical topics.

Questions: 1

What kind of research design is in order to answer Ms.Cheritha's question? Why? Outline the procedure you would follow in attacking these questions.

Case study: 2

A marketing manager wants an attractive packing for brand of toothpaste. The research advisor is suggesting a research using and experimental research design, the marketing manager wonders whether a research is required for this, and if so, is an experimental research design suitable for this purpose.

Questions:

- (a) How would you advice the marketing manager?

Case Study:3

A leading software services company has lived to as a researcher. The task before you is to assess the need for software products that will be accepted readily in the market. The company has not looked at software products and has no idea of the industry demand.

Questions:

- (a) Prepare a research proposal to identify the industrial segment and the type of software products that the company can consider manufacturing. The proposal should include the research design, time line and limitations.

Case Study:4

Ashok Leyland, a major manufacturer of Trucks and Buses, has decided to make a foray into small passenger transport vehicles. Their product development team has developed an MUV (Multi Utility Vehicle) with 7 seats and 8 seats configuration. They found that MUVs like Toyota Innova, GM Tavera and many more other models from Mahindra and Tata Motors are doing good business in India. The company outsourced the research to find out the market potential for MUV in India to Market Research Group (MRG). MRG conducted sample market studies in Salem in Tamilnadu and Gorakhpur in Uttar Pradesh. They submitted a market potential report to Ashok Leyland, which suggested that there is good potential in the market for MUV. Based on the research report, the company launched the MUV Stile with technological collaboration with Nissan India Ltd. This product is similar to Nissan Evalia. In May 2015 Ashok Leyland took a decision to withdraw Stile due to weak sales.

Questions:

- a) Was the research done by MRG scientific?
- b) What were the limitations in the research methodology?
- c) What could have been appropriate research method?

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