



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

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QUESTION BANK (DESCRIPTIVE)

Subject with Code : Business research methods (25MB9012)

Course & Branch: MBA

Year &Sem: I-MBA & II-Sem

Regulation: R25

UNIT - I

INTRODUCTION TO BUSINESS RESEARCH

1		What is business research? Explain the importance of business research for a developing economy like India.	[L1][CO1]	[12M]
2	a)	Explain the following ones: I. Concept II. Construct III. Variables	[L2][CO1]	[6M]
	b)	Define business research and explain its significance in managerial decision-making.	[L2][CO1]	[6M]
3		What is information? Discuss the type of information needed to run the Business	[L2][CO1]	[12M]
4		Explain A)Construct B)Definition C)Proposition D)Hypothesis E)Theory F) Variable	[L1][CO1]	[12M]
5		Define the term Research". Enumerate the characteristics and types of research.	[L2][CO1]	[12M]
6		What do you mean by scientific investigation and explain them in detail?	[L1][CO1]	[12M]
7		Discuss the role of the Internet and email in gathering business information.	[L4][CO1]	[12M]
8		"Research is much concerned with proper fact finding, analysis and evaluation." Doyou agree with this statement? Give reasons in support of your answer.	[L2][CO1]	[12M]
9	a)	Discuss languages of research in detail.	[L2][CO1]	[6M]
	b)	Explain the ethical issues involved in business research. How can they be resolved?	[L2][CO1]	[6M]
10		How do browsers and websites support data collection in business research?	[L1][CO1]	[12M]

UNIT - II

THE RESEARCH PROCESS

1		Outline the steps involved in the business research process.	[L2][CO2]	[12M]
2	a)	How is a broad problem area narrowed down to a specific research problem?	[L2][CO2]	[6M]
	b)	What is the purpose of preliminary data gathering in research?	[L2][CO2]	[6M]
3	a)	Explain the importance of literature survey in hypothesis development.	[L2][CO2]	[6M]
	b)	Define hypothesis and differentiate between null and alternative hypotheses.	[L2][CO2]	[6M]
4		Explain the nature and functions of a hypothesis in a research process.	[L2][CO2]	[12M]
5		Discuss the various types of research design.	[L2][CO2]	[12M]
6		What are the major differences between descriptive and exploratory research designs?	[L2][CO2]	[12M]
7		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.	[L2][CO2]	[12M]
8	a)	Differentiate between nominal and ordinal scales with business examples.	[L2][CO2]	[6M]
	b)	Explain rating scales and ranking scales used in measuring variables.	[L2][CO2]	[6M]
9	a)	What is reliability in research? How is it ensured?	[L2][CO2]	[6M]
	b)	Define validity and discuss its types in the context of measurement.	[L2][CO2]	[6M]
10	a)	Compare probability and non-probability sampling methods.	[L2][CO2]	[6M]
	b)	What is reliability in research? How is it ensured?	[L2][CO2]	[6M]

UNIT - III
COLLECTION AND ANALYSIS OF DATA

1	a)	What do you mean by „Sample Design“?	[L2][CO3]	[6M]
	b)	What points should be taken into consideration by a Researcher in developing a sample design for a research project?	[L4][CO5]	[6M]
2	a)	List the advantages and disadvantages of using secondary data.	[L2][CO3]	[6M]
	b)	Explain various methods used in collecting business data.	[L2][CO5]	[6M]
3		How would you differentiate between simple random sampling and complex random sampling Designs? Explain with examples.	[L2][CO5]	[12M]
4		Under what circumstances would you recommend: i. A probability sample? ii. A non-probability sample? iii. A stratified sample? iv. A cluster sample?	[L3][CO3]	[12M]
5	a)	Describe the various steps used in designing a questionnaire. Indicate its advantages and limitations.	[L1][CO5]	[6M]
	b)	Differentiate between structured and unstructured questionnaires.	[L4][CO5]	[6M]
6	a)	Assess which type is better for quantitative analysis in a large-scale health survey.	[L1][CO5]	[6M]
	b)	Differentiate structured and unstructured questionnaires with examples of question formats.	[L2][CO5]	[6M]
7		What are the various methods of collecting research data? Explain their advantages and limitation.	[L1][CO3]	[12M]
8	a)	What are the essentials of good questionnaire?	[L4][CO3]	[6M]
	b)	Draf a suitable questionnaire to know the buying habits of rural people.	[L4][CO3]	[6M]
9		Briefly discuss guidelines for the construction of questionnaire.	[L1][CO3]	[12M]
10		Discuss any three methods of primary data collection with advantages and disadvantages	[L1][CO3]	[12M]

UNIT – IV**DATA PREPARATION AND ANALYSIS**

1	a)	Explain the phrase “Treatment of Data”	[L2][CO4]	[6M]
	b)	Indicate the need and importance of data analysis.	[L1][CO4]	[6M]
2		Differentiate between descriptive statistical analysis and inferential statistical analysis.	[L2][CO4]	[12M]
3		Distinguish between parametric statistics and non-parametric statistics. Indicate their uses in different types of data or researches.	[L2][CO4]	[12M]
4		Describe the role of statistics and parameters in analyzing the data. Illustrate your answer with suitable example.	[L3][CO4]	[12M]
5	a)	Briefly statistical techniques which are commonly used in educational research?	[L2][CO4]	[6M]
	b)	Explain the purpose of data cleaning in research.	[L2][CO4]	[6M]
6		What do you mean by measures of central tendency? Name different measures of central Tendency and discuss them in brief.	[L1][CO4]	[12M]
7	a)	When would you use measures of central tendency vs. measures of dispersion?	[L2][CO4]	[6M]
	b)	What is the difference between associational and inferential statistical analysis?	[L2][CO4]	[6M]
8	a)	Briefly explain the use of t-tests in business research.	[L2][CO4]	[6M]
	b)	What is the purpose of confidence intervals in data interpretation?	[L2][CO4]	[6M]
9	a)	What is the role of standard deviation in interpreting data variability?	[L2][CO4]	[6M]
	b)	Explain how correlation analysis helps in business decision-making.	[L2][CO4]	[6M]
10	a)	What is mean by inferential analysis discuss various methods?	[L2][CO4]	[6M]
	b)	Describe the important statistical measures often used to summarize the survey/research data	[L2][CO4]	[6M]

UNIT - V**THE RESEARCH REPORT**

1	a)	List the essential components of a business research report.	[L1][CO5]	[6M]
	b)	What is the purpose of an executive summary in a research report?	[L1][CO5]	[6M]
2		What do you understand by research report or thesis? Indicate its need and importance in the research work	[L1][CO5]	[12M]
3		Indicate the general format of research report and mention its specific category of each major Section of report.	[L1][CO5]	[12M]
4	a)	List core components: Title Page, Contents, Executive Summary.	[L1][CO5]	[6M]
	b)	Explain the role of the Title Page and Acknowledgements.	[L2][CO5]	[6M]
5	a)	Analyze purpose of Executive Summary vs. Introduction.	[L1][CO5]	[6M]
	b)	Evaluate use of visuals in the Body for clarity.	[L2][CO5]	[6M]
6	a)	Explain oral presentation structure: intro, methods, results.	[L4][CO5]	[6M]
	b)	Compare written report vs. oral delivery differences.	[L2][CO5]	[6M]
7	a)	Describe Appendix and References placement.	[L2][CO5]	[6M]
	b)	Create sample Acknowledgements for a team research project.	[L2][CO5]	[6M]
8		What are the essentials of a good research report? Explain the precautions to be taken while preparing a research report.	[L2][CO5]	[12M]
9		Discuss the layout of a research report covering all relevant points.	[L1][CO5]	[12M]
10		Briefly discuss the components of research report.	[L1][CO5]	[12M]

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