SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)
Siddharth Nagar, Narayanavanam Road – 517583
QUESTION BANK (DESCRIPTIVE)

Subject with Code: Business Research Methods (20MB9011)　　　**Course & Branch**: MBA

Regulation: R20　　　　　　　　　　　　　　　　**Year & Sem:** I-MBA & II-Sem

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]	[10M]
2	Explain the following ones: A) Concept　B)Construct　C)Variables	[L1][CO1]	[3,3,4M]
3	What is information? Discuss the type of information needed to run the Business	[L2][CO1]	[10M]
4	Explain A)Construct　B)Definition C)Proposition D)Hypothesis E)Theory	[L1][CO1]	[10M]
5	Define the term 'Research'. Enumerate the characteristics and types of research.	[L1][CO1]	[10M]
6	What do you mean by scientific investigation and explain them in detail?	[L1][CO1]	[10M]
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.	[L4][CO1]	[10M]
8	Discuss languages of research in detail.	[L2][CO1]	[10M]
9	Explain the ethical issues involved in business research. How can they be resolved?	[L3][CO1]	[10M]
10	Define the term technology and discuss the significance of technology in modern research Part.	[L2][CO1]	[10M]

UNIT –II
THE RESEARCH PROCESS

1	Indicate the sources of research process. Enumerate the steps of the research process.	[L2][CO2]	[10M]	[10M]
2	Give the sources of research problem. How a problem is identified? Enumerate the criteria for the selection of a problem.	[L3][CO2]	[10M]	[10M]
3	How is a problem stated? Describe the various ways of defining a problem? Discuss Characteristics of a good problem and criteria for evaluating a problem.	[L4][CO2]	[10M]	[10M]
4	Define the term 'Review of literature'. How is it different from traditional meaning? Enumerate the objectives and significance of review of literature.	[L3][CO2]	[10M]	[10M]
5	Explain the nature and functions of a hypothesis in a research process.	[L2][CO2]	[10M]	[10M]
6	Discuss in detail the procedure of hypothesis testing with example of one and two tailed test.	[L2][CO2]	[10M]	[10M]
7	Discuss the various types of research design.	[L1][CO2]	[10M]	[10M]
8	What are the major differences between descriptive and exploratory research designs?	[L2][CO2]	[10M]	[10M]
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.	[L4][CO2]	[10M]	[10M]
10	What do you mean by the term measurement? Explain the characteristics and various types of measurement scale.	[L2][CO2]	[10M]	[10M]

UNIT –III
SAMPLING AND DATA COLLECTION

1	What do you mean by 'Sample Design'? What points should be taken into consideration by a Researcher in developing a sample design for a research project?	[L2][CO3]	[10M]	[10M]
2	How would you differentiate between simple random sampling and complex random sampling Designs? Explain clearly giving examples.	[L3][CO3]	[10M]	[10M]
3	Why probability sampling is generally preferred in comparison to non-probability sampling? Explain the procedure of selecting a simple random sample.	[L3][CO3]	[10M]	[10M]
4	Under what circumstances would you recommend: (a) A probability sample? (b) A non-probability sample? (c) A stratified sample? (d) A cluster sample?	[L3][CO3]	[10M]	[10M]
5	Describe the various steps which are used in designing a questionnaire. Indicate its advantages and limitations.	[L2][CO3]	[10M]	[10M]
6	Differentiate between questionnaire and schedule. Indicate problems in which these tools are required.	[L2][CO3]	[10M]	[10M]
7	What are the various methods of collecting research data? Explain their advantages and limitation.	[L1][CO3]	[10M]	[10M]
8	What are the essentials of good questionnaire? Draft a suitable questionnaire to know the buying habits of rural people.	[L4][CO3]	[10M]	[10M]
9	Briefly discuss guidelines for the construction of questionnaire.	[L1][CO3]	[10M]	[10M]
10	Discuss any three methods of primary data collection with advantages and disadvantages	[L1][CO3]	[10M]	[10M]

UNIT –IV
DATA ANALYSIS AND INTERPRETATION

1	Explain the phrase 'Analysis of Data' or 'Treatment of Data'. Indicate the need and importance of data analysis.	[L1][CO4]	[10M]	[10M]
2	Differentiate between descriptive statistical analysis and inferential statistical analysis.	[L2][CO4]	[10M]	[10M]
3	Distinguish between parametric statistics and non-parametric statistics. Indicate their uses in different types of data or researches.	[L2][CO4]	[10M]	[10M]
4	Describe the role of statistics and parameters in analyzing the data. Illustrate your answer with suitable example.	[L3][CO4]	[10M]	[10M]
5	What are the statistical techniques which are commonly used in educational research?	[L2][CO4]	[10M]	[10M]
6	Enumerate the important considerations for statistical analysis with special references to parametric statistics and non-parametric statistics.	[L1][CO4]	[10M]	[10M]
7	What do you mean by measures of central tendency? Name different measures of central Tendency and discuss them in brief.	[L1][CO4]	[10M]	[10M]
8	How will you differentiate between descriptive statistics and inferential statistics? Describe the important statistical measures often used to summarize the survey/research data.	[L3][CO4]	[10M]	[10M]
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.	[L2][CO4]	[10M]	[10M]
10	What is mean by inferential analysis discuss various methods?	[L1][CO4]	[10M]	[10M]

UNIT –V
THE RESEARCH REPORT

1	Indicate the basis for selecting a statistical technique in analyzing data for educational research.	[L3][CO5]	[10M]	[10M]
2	What do you understand by research report or thesis? Indicate its need and importance in the research work.	[L3][CO5]	[10M]	[10M]
3	Indicate the general format of research report and mention its specific category of each major Section of report.	[L3][CO5]	[10M]	[10M]
4	Differentiate between bibliography and footnotes or references. Illustrate your answer with examples.	[L2][CO5]	[10M]	[10M]
5	Point out the mechanics of report writing and illustrate your answer with examples.	[L1][CO5]	[10M]	[10M]
6	What are the essentials of a good research report? Explain the precautions to be taken while preparing a research report.	[L2][CO5]	[10M]	[10M]
7	Discuss the layout of a research report covering all relevant points.	[L2][CO5]	[10M]	[10M]
8	Distinguish between a technical report and popular report.	[L1][CO5]	[10M]	[10M]
9	Discuss various types of research report with example.	[L2][CO5]	[10M]	[10M]
10	Briefly discuss the components of research report.	[L1][CO5]	[10M]	[10M]

CASE STUDY 1
Demand Forecasting of Magic Foods
South India-based Magic Foods, a leading manufacturer of pickles, has been selling its products under the brand name 'Magic' for over the last two decades. Magic Foods is engaged in the manufacturing and marketing of high quality Indian processed foods such as pickles, spice pastes, instant mixes, etc. Of late, the management of Magic Foods started facing two problems. The first one is to identify the factors that can increase the sales and the second one is to predict sales for the next year. To find out a solution, Magic Foods sought the help of a marketing agency, Care Research.
Questions answer the following:
1. If you are a marketing agency what are your recommendations.
2. How do you plan for research design?

CASE STUDY 2
Krupa Medical Stores – Evaluating its Brand Image using Semantic Differential Scaling
This case study primarily deals with measuring the attitudes of the customers of Krupa Medical Stores towards the store, the location of the store and the availability of drugs in the store. Krupa Medical Stores is one of the famous retail medical stores located in Koti, Hyderabad. Since the store is located in one of the busiest locations in Hyderabad, it enjoyed a huge, loyal customer base. However, the development and the expansion of the city in all directions is posing a major problem for Krupa Medical Stores as the number of customers visiting the store has reduced. Even though the store fulfils most of its customers' needs, the store's location has become a major constraint. It is not easily accessible since it is situated in a corner of the city. Since there are many retail medical stores in and around Hyderabad, not everyone comes here to purchase medicines. Worried over this issue, the owner, Ravi Bhaskar approached a research consultant who used Semantic Differential Scale in order to measure the brand value of Krupa Medical Stores through measuring the attitude of its customers towards the store and its brand image.
Questions answer the following
1. How to apply Semantic Differential Scaling?
2. How to design a questionnaire for the case study?

CASE STUDY 3
Tasty food is a German based restaurant chain. It is famous for its continental cuisines. The restaurant has incurred a loss of two Crores in its first two years of operation and wondering what needs to be done to be successful in Indian market.

Questions:
a) Discuss research problem in the above case and formulate objectives.
b) Design a questionnaire to collect data for the research study.

CASE STUDY 4
Prepare a questionnaire to survey find the public opinion on Free education system taken by the state government.

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