

## Unit – 1

- Q1. What is research? Explain the scope of research in business management.
- Q2. What is research methodology? Explain the types of research with suitable examples.
- Q3. What do you mean by research methods? Explain the various methods applied in conducting research.
- Q4. “Deciding the research methodology is a prime task in conducting any research inquiry” Justify.
- Q5. Cite research. Discuss the importance of research in solving the socio-economic problems.
- Q6. What do you mean by the scientific method in research?. Discuss the criteria and qualities of good research.
- Q7. What is research problem? Discuss the procedure for formulation of research problem with suitable example.
- Q8. What is research proposal? Explain preparation of research proposal.
- Q9. “Lack of scientific training in research methodology is a great impediment for researchers” Elucidate your answer with the consequences born due to untrained research professionals.
- Q10. What is hypothesis? Explain the procedure for formulation of hypotheses for research work.
- Q11. What is decision analysis? Explain the types of decision making environments.
- Q12. Discuss the following with suitable examples:
  - a) Expected Value of Perfect Information (EVPI)
  - b) Expected Opportunity Loss (EOL)
- Q13. What is decision tree analysis? Discuss its importance in decision analysis.

## Unit – 2

1. What is research design? Discuss the basic structure of research?
2. Explain the types of research design . Elaborate with the help of examples.
3. Discuss research methods for descriptive and exploratory research designs.
4. When to apply the descriptive and exploratory research designs. Justify your answer with suitable illustrations.
5. What is experimental research? Discuss the types of experimental research designs.
6. What do you mean by experimental research designs? Why experimental research designs are more complex than other designs?
7. What is research plan? Discuss how to develop a research plan to conduct any research inquiry.
8. Discuss the role of research agencies? Distinguish between government and private research agencies.
9. “Experimental research method is not suitable in management field”, Justify your answer with the problems encountered.

### Unit – 3

1. What is primary data? Discuss the various methods of primary data collection.
2. What is secondary data? Explain the process to verify the reliability and authenticity of secondary data.
3. Define survey and experiment? Distinguish between survey and experiment.
4. What do you mean by data collection? Discuss the structured and unstructured methods of data collection.
5. What is observation method of data collection? Discuss its advantages and disadvantages.
6. What do you mean by interview method of data collection? Explain how to prepare for successful interview.
7. Discuss the pros and cons of good interview. How to avoid the bias for successful interview.
8. What is questionnaire method of data collection? Discuss the guidelines for preparing good questionnaire.
9. What is questionnaire and schedule? Distinguish between questionnaire and schedule.
10. What is case study method of data collection? Discuss its advantages and limitations.
11. What do you mean by the projective techniques of data collection? Evaluate its significance as a tool to the marketer and advertisers.
12. What do you mean by cross tabulation? Discuss its role in research elaborate it with the help of examples.
13. “Interpretation of data requires greater degree of skills and experience among the researchers” Elucidate your answer with a significance to produce reliable and authentic research results.

## Unit – 4

1. What do you mean by measurement scale? Discuss the different scales of measurement in research.
2. What is scaling? Explain the types of attitude measurement scales in research.
3. What do you mean by test of measurement? How to evaluate the measurement scales in research.
4. Explain procedure for Likert type and Semantic Differential Scale with illustrations.
5. What is motivation research? How does it is useful to the marketers and advertisers?
6. Discuss the techniques of motivation research in sufficient detail.
7. What is sampling? Explain the types of sampling techniques used in research work.
8. What is sampling design? Discuss the types of sampling designs in research.
9. Discuss the important statistical tools and techniques used in research work?
10. “Statistics plays an important role in conducting research”, justify your answer with the selection of appropriate statistical methods used in conducting the research systematically and scientifically.

## Unit – 5

1. What is hypothesis? Discuss the types of hypothesis with illustrations.
2. Define hypothesis. Explain why and how to incorporate hypotheses in research?
3. What is hypothesis testing? Discuss the procedure for test of hypothesis.
4. What do you mean by one-sided hypothesis? Explain the procedure for one-tailed tests.
5. What do you mean by two-sided hypothesis? Explain the procedure for two-tailed tests.
6. What are parametric tests? Discuss any one test procedure and its applications.
7. What are large sample tests? Discuss any one test procedure and its applications.
8. What do you mean by small sample tests? Explain any one test procedure and its applications.
9. Describe the z-tests and elaborate the applications of z-tests.
10. What is t-tests? Discuss its applications.
11. What do you mean by chi-square test? Explain the applicability of chi-square tests.
12. What is ANOVA? Explain the procedure of one-way and two-way ANOVA.
13. What do you mean by non-parametric tests? Explain any one test procedure and its applications.
14. Discuss any two of the following non-parametric tests with its applications:
  - a. Fisher-Irwin tests
  - b. McNemer tests
  - c. Wilcoxon Matched-pair tests
  - d. Wilcoxon-Mann-Whitney U-tests
15. Explain the procedure of the following non-parametric tests with its applications:
  - a. Kruskal-Wallis H-tests
  - b. Spearman's Rank Correlation tests
  - c. Kendall's Coefficient of Concordance (W) tests
16. Why statistical softwares are used in research? Explain the use of SPSS statistical software for research work.
17. Discuss the use of factor analysis and conjoint analysis with the help of suitable illustrations in real life situations.

18. What do you mean by regression analysis? Discuss the method of least-squares for regression analysis.
19. What is scatter diagram? Discuss with types of correlations using scatter diagram?
20. What is correlation analysis? Discuss the Karl Pearson's method of correlation analysis.
21. What is correlation analysis? Discuss the method of Edward Spearman's Rank correlation.
22. Explain the method of simple and multivariate regression analysis.
23. What is multivariate analysis? List out and explain any two methods of dependence and independence in multivariate analysis.
24. "Report writing is an art", justify your answer with qualities of good research report writing.
25. What is bibliography? How to write bibliography for a research report with suitable examples.
26. "In preparing research reports various statistical measures, charts and graphs plays a fundamental role" Elucidate.
27. What is research report? How to prepare outline, rough draft and final draft for preparing a research report?
28. Explain report writing with the procedure for research report writing.
29. What is research report presentation? How to prepare an oral presentation for research report.