

## Unit - 1

### Short Answer Questions:

- Q1. What are the various characteristics of research? Discuss.
- Q2. Explain the approaches of research?
- Q3. Differentiate between quantitative and qualitative approach of research.
- Q4. How does experimental research approach useful to the researcher?
- Q5. Explain the role of research in management decision making.
- Q6. How does research helpful to government and policy makers?
- Q7. How does research differ from discovery and innovations?
- Q8. What are various research techniques involved under the various research methods?
- Q9. Explain the criteria of good research?
- Q10. Discuss the problems encountered while conducting research?
- Q11. What are the different steps involved in conducting research?
- Q12. Distinguish between research methods and research methodology.
- Q13. How to manage the research activity to meet the desired research objectives?
- Q14. Explain the different types of research.
- Q15. Distinguish between descriptive research and exploratory research.
- Q16. What do you mean by ex post facto research?
- Q17. How does applied research useful to solve industrial and business problems?
- Q18. Explain the concept of analytical research.
- Q19. What do you mean by empirical research?
- Q20. Why more problems encountered while conducting field research?
- Q21. What do you mean by hypothesis testing research?
- Q22. How to bring the more authenticity in research?
- Q23. How to bring objectivity and avoid the subjectivity while conducting research?
- Q24. How to bring the originality in research?
- Q25. How effective are the longitudinal research?
- Q26. Explain the necessity of research problem.
- Q27. How to formulate the research problem?
- Q28. Explain preparation of research proposal.
- Q29. Why the quality literatures are useful in defining the research problem?
- Q30. How to collect information about the previous research work using literature surveys?
- Q31. What do you mean by hypothesis?
- Q32. Why to incorporate hypotheses while conducting research?
- Q33. How to develop the working hypotheses for conducting research?
- Q34. What do you mean by value of information?
- Q35. Explain the value and cost of information in research.
- Q36. Discuss the decision making process with the categories of decisions.
- Q37. Discuss decision making under certainty and uncertainty.
- Q38. Discuss decision making under risk and conflict.
- Q39. Explain EVPI and EOL in decision analysis.
- Q40. Discuss the concept of decision making with imperfect information.
- Q41. What is decision tree analysis?
- Q42. Discuss the importance of decision tree analysis.

## Unit – 2

- Q1. Explain the steps in research process.
- Q2. Discuss the research process to conduct any research inquiry.
- Q3. What do you mean by research design?
- Q4. Discuss the need for research design in research work.
- Q5. Explain the significance of research design.
- Q6. Why research design is necessary to conduct research?
- Q7. Discuss the basic prerequisites to prepare the research design.
- Q8. Explain the types of research design in brief..
- Q9. What is descriptive research?
- Q10. Why descriptive research studies are concrete and rigid in nature?
- Q11. When to apply descriptive research design to conduct research?
- Q12. What do you mean by exploratory research design?
- Q13. In which situations exploratory research designs are useful to the researchers?
- Q14. Why exploratory research designs are more flexible to conduct any research inquiries?
- Q15. Why exploratory research requires greater degree of skills and experience to conduct research?
- Q16. What do you mean by experience survey?
- Q17. Why experience survey and case studies are useful in exploratory research?
- Q18. What is experimental research design?
- Q19. When to apply experimental research designs?
- Q20. Discuss the types of experimental research designs.
- Q21. Discuss the areas where experimental research designs are applied more effectively.
- Q22. Applying experimental research design to conduct research inquires requires greater knowledge of statistical methods. Discuss.
- Q23. Discuss the research design in case of hypothesis testing research.
- Q24. Explain the basic principles of experimental research designs.
- Q25. What are various government research agencies?
- Q26. What are various non-government research agencies
- Q27. Why syndicated research agencies are more effective to the corporate houses and industries?
- Q28. Discuss the role of research agencies in conducting research.
- Q29. How to choose the research agencies for conducting research?

## Unit – 3

- Q1. Explain the process of data collection.
- Q2. Discuss the significance of data collection.
- Q3. Why data collection is a crucial task in research process?
- Q4. How to bring the desired degree of accuracy during the data collection process of research?
- Q5. Explain the types of data in research.
- Q6. Differentiate between surveys and experiments in research.
- Q7. Explain the survey method of data collection.
- Q8. Discuss the survey method of data collection.
- Q9. What are the various methods of primary data collection?
- Q10. What care should a researcher take to collect the primary data?
- Q11. How to collect the primary data for field research work?
- Q12. How to collect the reliable data from secondary sources of data collection?
- Q13. How to check the reliability and authenticity of secondary data?
- Q14. List out the sources of published and unpublished secondary data.
- Q15. Discuss the observation method of data collection.
- Q16. What are the advantages and disadvantages of observation method of data collection?
- Q17. Discuss the interview method of data collection.
- Q18. How to conduct personal interview for data collection?
- Q19. Discuss the panel interview method of data collection.
- Q20. What is focused group interview?
- Q21. How to conduct the focused group interviews?
- Q22. What do you mean by depth interview?
- Q23. What are the merits and demerits of interview method of data collection?
- Q24. Discuss the merits and demerits of telephonic interviews.
- Q25. Discuss the essentials for preparing questionnaires.
- Q26. Explain the guidelines for constructing schedules.
- Q27. Discuss the open-ended and closed-ended questions with suitable examples.
- Q28. What is schedule method of data collection?
- Q29. How does a schedule method differ from questionnaire method of data collection?
- Q30. Discuss the case study method of data collection.
- Q31. Explain the advantages and disadvantages of case study method of data collection.
- Q32. Discuss the use of mechanical devices for collecting data.
- Q33. Discuss the modern tools and techniques of data collection.
- Q34. Discuss content analysis method of data collection?
- Q35. What do you mean by tabulation of data?
- Q36. What do you mean by cross tabulation?
- Q37. Discuss the method of cross tabulation in research.
- Q38. What do you mean by data processing in research?
- Q39. Explain the techniques of data processing in research?
- Q40. Discuss the problems encountered in research data processing.
- Q41. Discuss the use of analytical tools and techniques in research.
- Q42. Discuss the problems encountered in analysis of data by the researchers.
- Q43. How to analyze the collected data in research?

- Q44. Explain the basic steps to analyze the facts and figures.
- Q45. How to verify the collected data for research work?
- Q46. What do you mean by interpretation of data?
- Q47. Explain the techniques of interpretation.
- Q48. What precautions are necessary while interpreting data for research?
- Q49. Why interpretation of data does require greater degree of skills and experience among the researchers?

## Unit – 4

- Q1. How to measure the attitudinal aspects in research using appropriate measurement scales?
- Q2. What is measurement scaling?
- Q3. Explain the importance of measurement scaling in research.
- Q4. Discuss nominal and ordinal scale with examples.
- Q5. Discuss interval and ratio scale with examples.
- Q6. Explain the test of measurement to validate scales in research.
- Q7. How to evaluate the measurement scales?
- Q8. Discuss the techniques of developing measurement scales.
- Q9. Discuss rating scale with the help of suitable examples.
- Q10. What is paired comparison scale?
- Q11. Discuss Thurstone differential scale.
- Q12. Explain procedure for Likert type scale with suitable examples.
- Q13. Discuss the utility of Semantic Differential Scale with illustration.
- Q14. What do you mean by multidimensional scale?
- Q15. What is motivation research?
- Q16. How is motivation research useful to the marketers?
- Q17. Discuss the techniques of motivation research.
- Q18. What do you mean by the projective techniques in motivation research?
- Q19. Discuss the various methods of projective techniques of data collection in motivation research.
- Q20. Explain any two of the following techniques of motivation research with suitable illustrations:
- Word association tests
  - Sentence completion tests
  - Story completion tests
  - Verbal projection tests
- Q23. Explain the importance of role play technique in motivation research.
- Q24. Discuss the use of pictorial techniques of motivation research.
- Q25. Explain following techniques of motivation research with suitable examples:
- Thematic Apperception Test (T.A.T.)
  - Rosenzweig Test
- Q26. Explain the role of sampling in research.
- Q27. Discuss the necessity of sampling in research.
- Q28. What do you mean by sampling and non-sampling errors?
- Q29. Discuss how to minimize the errors in sampling?
- Q30. How to choose a sample from the population?
- Q31. How to determine the sample size for research work?
- Q32. Discuss the sampling terminology with some hypothetical research example.
- Q33. What are various types of sampling?
- Q34. Differentiate between probability and non-probability sampling.
- Q35. What do you mean by sampling designs?
- Q36. Discuss the types of sampling designs.
- Q37. Explain any two of the following techniques of sampling with suitable illustrations:
- Simple random sampling

- b) Systematic sampling
  - c) Stratified sampling
  - d) Cluster sampling
- Q39. Explain any two of following techniques of sampling with suitable illustrations:
- a) Deliberate sampling
  - b) Quota sampling
  - c) Convenience sampling
  - d) Judgment sampling
- Q40. Discuss the significance of statistics in research.
- Q41. What are the various statistical tools and techniques used in research work?
- Q42. Discuss the role of statistical techniques in research.
- Q43. Discuss the basic statistical tools and techniques applied in research.
- Q44. Differentiate between the univariate and bivariate statistical analysis in research.
- Q45. Distinguish between descriptive and inferential statistical analysis in research.
- Q46. Explain the selection of appropriate statistical techniques for any research work.

## Unit – 5

1. Differentiate between null hypothesis and alternative hypothesis.
2. What do you mean by one-sided and two-sided hypothesis?
3. What do you mean by testing of hypothesis?
4. What do you mean by Type I error and Type II error in hypothesis testing?
5. Why to prove or disprove the test of hypothesis in research?
6. Discuss the procedure for test of significance.
7. What do you mean by level of significance in testing of hypothesis?
8. What do you mean by one-tailed tests and two-tailed tests?
9. Discuss the role of normal distribution in test of hypothesis.
10. Explain the flow diagram for hypothesis testing.
11. Distinguish between parametric tests and non-parametric tests.
12. Differentiate between small-sample tests and large sample tests.
13. Discuss about the distribution-free tests in hypothesis testing.
14. Discuss the limitations of testing of hypothesis.
15. Explain the role of statistical software in research?
16. List out the important statistical softwares used in research.
17. Explain the use of SPSS statistical software used in research.
18. What kind of data analysis conducted for research work using the statistical softwares.
19. Discuss bivariate and multivariate analysis in research.
20. List out the methods of multivariate analysis.
21. What is factor analysis?
22. Explain the role of factor analysis in research.
23. Discuss the applications of factor analysis in various areas of research.
24. What is conjoint analysis?
25. Explain the significance of conjoint analysis.
26. Discuss the applications of conjoint analysis in various areas of research.
27. What is regression analysis?
28. Discuss the applications of regression analysis.
29. Explain the importance of regression analysis in research.

30. Define dependent and independent variable in regression analysis with illustrations.
31. What is correlation analysis?
32. Discuss the applications of correlation analysis.
33. Discuss the importance of correlation analysis in research.
34. Distinguish between correlation and regression analysis.
35. What do you mean by simple and multivariate regression analysis?
36. What is report writing?
37. Explain the characteristics of good research report.
38. Discuss the qualities of writing a good research report.
39. Discuss the significance of research report writing.
40. Discuss the tools for writing research report.
41. Explain the steps in writing research report.
42. What is bibliography in research?
43. Explain the use of bibliography in research?
44. Discuss writing bibliography with suitable illustrations.
45. How to prepare outline, rough draft and final draft for preparing a research report?
46. Discuss the layout of writing research report.
47. Discuss the layout of dissertation research report.
48. Explain the basic components for writing research report.
49. Explain the types of research reports.
50. Differentiate between technical reports and popular research reports.
51. Discuss how to conduct the presentation of research report.
52. Explain the mechanics of writing research report.
53. What is footnote in research report?
54. How does footnote useful in research report?
55. Discuss the use of statistics, charts and graphs in research report.
56. Discuss the precautions for writing research reports.
57. Explain the problems encountered while preparing research report.