



SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES
(Autonomous)

Department of Management Studies

QUESTION BANK

Research methodology (18MBA126)

SREENIVASA INSTITUTE of TECHNOLOGY and MANAGEMENT STUDIES
(AUTONOMOUS)

(RESEARCH METHODOLOGY)

QUESTION BANK

I MBA / II - SEMESTER

REGULATION: R18



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BY

FACULTY INCHARGE : DR.H.VISWA KIRAN & MRS. S. SARIRHA , ASSISTANT PROFESSOR

DEPARTMENT : MASTER OF BUSINESS ADMINISTRATION



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18MBA126 RESEARCH METHODOLOGY

Course Educational Objectives (CEO):

CEO 1: Understand the concept / fundamentals of research and their types.

CEO 2: Understand the practical application of various research techniques.

CEO 3: Understand the importance of scaling & measurement techniques and sampling techniques

CEO 4: Understand the importance of sources of primary and secondary data, coding, editing, tabulation and analysis in doing research.

CEO 5: Understanding and applying the concept of report writing and guidelines for preparing a good research report.

UNIT- I: Introduction Business Research: Definition-Types of Business Research, Scientific Investigation: The Language of Research: Information needs of business-technologies used in business research: the internet, e-mail, Browsers and Websites. Role of business research in managerial decisions, Ethics in Business Research.

UNIT- II: The Research Process: Problem Identification: Broad problem area- preliminary data gathering. Literature survey, the research design: Measurement of Variables and Scaling techniques

UNIT- III: Sampling Design and Procedures: Process of sampling design – Classification of sampling techniques- Probability sampling techniques and Non- probability sampling techniques- Statistical approach to determining sample size.

UNIT- IV: Collection and Analysis of Data: Sources of Data, Data collections, Observational surveys, guidelines for construction of questionnaires.

UNIT –V: The Research Report: Research Reports-Components- The title page- Table of contents- Executive summary- The introductory section- the body of the report- the final part of the report- acknowledgements- references- appendix- guidelines for preparing a good research report oral presentation- deciding on the content- visual aids- the presenter- the presentation and handling questions.

Course Outcomes:

On successful completion of the course the student will be able to, Course Outcomes		POs related to COs
CO1	Knowledge of concept / fundamentals for different types of research.	PO1
CO2	Applying relevant research techniques.	PO1 & PO2
CO3	Evaluate relevant scaling & measurement techniques and should use appropriate sampling techniques	PO1, PO2, PO3 & PO4, PO6, PO7, PO8
CO4	Synthesizing different techniques of data collection methods, coding, editing, tabulation and analysis in doing research.	PO6 & PO7, PO8



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CO5	Evaluating statistical analysis which includes various parametric test and non parametric test and prepare report.	PO1, PO2 &PO5,PO6, PO7, PO8
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Reference Books:

1. Research Methodology- Methods & Techniques, C.R.Kothari, New Age International

Publication.

2. Business Research Methods, Donald R Cooper and Pamela S Schindler, 9/e, TMH Publishing Co.Ltd.

3. Research Methods for Business – A Skill Building Approach, Uma Sekaran, John- Wiley & Sons (Asia) Pvt Ltd, Singapore.

4. Business Research Method, 8e, Zikmund, Babi-Carr-Adhikari-Griffin- Cengage Learning.

5. Methodology and Techniques of Social Science Research, Wilkinson & Bhandarkar, Himalaya Publishing House.

QUESTION BANK

Question No.	Questions	PO Attainment
Unit – I:Introduction to Business research		
PART-A (Two Marks Questions)		
1	Define business research	PO1
2	Explain importance of business research	PO1
3	Judge need for business research	PO1
4	List types of business research	PO1
5	Describe Quantitative research methods	PO1
6	Describe Qualitative research methods	PO1
7	Recognize advantages and disadvantages of business research	PO1
8	What do you mean by scientific research	PO1
9	Explain steps in scientific research	PO1
10	What are the languages of research	PO1
11	Conclude the role of technologies used in business research	PO1
12	Is internet useful in business research? Justify	PO1
13	List the technologies used in business research with examples	PO1
14	Describe the use of websites and browsers	PO1
15	Elucidate role of business in managerial decision	PO1
16	Judge the uses of research for a manger in business	PO1
17	Is ethics required in business research? Justify	PO1
18	How important is ethics in data collection ?	PO1
19	What is the role of ethics in data analysis	PO1



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20	How ethics is applied in report presentation	PO1
PART-B (Ten Marks Questions)		
1	Define research? What are various types of business research	PO1
2	Elucidate the languages of business research	PO1
3	Explain the technologies used in business research	PO1
4	What is the role of business research in managerial decisions	PO1
5	Write a short notes on a) role of internet in business research b) browsers and websites	PO1
6	Explain the process of scientific research	PO1
7	Demonstrate ethics in business research	PO1
8	Explain the need of information in business research	PO1
9	Explain nature and scope of business research	PO1
10	What do you mean by research? Explain its significance in modern times	PO1

Question No.	Questions	PO Attainment
UNIT – 2: Unit – II : The Research Process		
PART-A (Two Marks Questions)		
1	How do you identify and formulate a research problem?	PO1,PO2
2	What are the qualities of a good research problem?	PO1,PO2
3	List the steps involved in research process	PO1,PO2
4	Describe the methods in preliminary data gathering	PO1,PO2
5	What is experimental design?	PO1,PO2
6	What is nominal scale?	PO1,PO2
7	What is ordinal scale?	PO1,PO2
8	What is interval scale?	PO1,PO2
9	What is ratio scale?	PO1,PO2
10	Define rating scales.	PO1,PO2
11	What is likert scale?	PO1,PO2
12	What is itemized rating scale?	PO1,PO2
13	What is staple scale?	PO1,PO2
14	What is graphic rating scale?	PO1,PO2
15	What is consensus scale?	PO1,PO2
16	What is paired comparison scale?	PO1,PO2
17	Write about forced ranking scale?	PO1,PO2
18	Define research design	PO1,PO2
19	List the different rating scales	PO1,PO2
20	Explain the purpose of literature	PO1,PO2
PART-B (Ten Marks Questions)		
1	Briefly describe the different steps involved in research process	PO1,PO2
2	What are various methods in preliminary data gathering	PO1,PO2
3	Explain the research design	PO1,PO2



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4	What are features of good research design	PO1,PO2
5	Explain the meaning and significance of research design	PO1,PO2
6	Write a short notes on the following a) measurement of variables b)scaling techniques	PO1,PO2
7	Explain in detail about various scales	PO1,PO2
8	Write short notes on following: a. Ex post facto research b. Motivation in research c. Pilot survey	PO1,PO2
9	Define variable? What are the measurement of variables	PO1,PO2
10	Explain in detail about scaling techniques	PO1,PO2

Question No.	Questions	PO Attainment
UNIT – 3: Sampling Design and Procedures		
PART-A (Two Marks Questions)		
1	List the steps in sampling design	PO1,PO2, PO3,PO4, PO6,PO7, PO8
2	What is the need for sampling design	PO1,PO2, PO3,PO4, PO6,PO7, PO8
3	Define sampling design	PO1,PO2, PO3,PO4, PO6,PO7, PO8
4	What are the benefits of a non probability sampling?	PO1,PO2, PO3,PO4, PO6,PO7, PO8
5	What are the benefits of a probability sampling?	PO1,PO2, PO3,PO4, PO6,PO7, PO8
6	Write about area sampling?	PO1,PO2, PO3,PO4, PO6,PO7, PO8
7	Define population and mention the criteria of selecting sample from it	PO1,PO2, PO3,PO4, PO6,PO7, PO8
8	State the features of snow ball sampling.	PO1,PO2, PO3,PO4, PO6,PO7, PO8
9	What is convenience sampling?	PO1,PO2, PO3,PO4, PO6,PO7, PO8
10	What is judgment sampling?	PO1,PO2, PO3,PO4, PO6,PO7, PO8
11	Differentiate probability and non probability sampling	PO1,PO2, PO3,PO4, PO6,PO7, PO8
12	How is sample size of a definite population determined	PO1,PO2, PO3,PO4, PO6,PO7, PO8
13	justify how probability sampling is better than non probability sampling	PO1,PO2, PO3,PO4, PO6,PO7, PO8
14	Define sample size	PO1,PO2, PO3,PO4, PO6,PO7, PO8
15	What is considered a large sample size?	PO1,PO2, PO3,PO4,



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		PO6,PO7, PO8
16	What factors determine sample size?	PO1,PO2, PO3,PO4, PO6,PO7, PO8
17	How do you determine a sample size?	PO1,PO2, PO3,PO4, PO6,PO7, PO8
18	What is a good sample size?	PO1,PO2, PO3,PO4, PO6,PO7, PO8
19	What if sample size is less than 30?	PO1,PO2, PO3,PO4, PO6,PO7, PO8
20	What are the disadvantages of having a small sample size?	PO1,PO2, PO3,PO4, PO6,PO7, PO8
PART-B (Ten Marks Questions)		
1	Define sample?explain sample design appropriately	PO1,PO2, PO3,PO4, PO6,PO7, PO8
2	Explain the various types of sampling	PO1,PO2, PO3,PO4, PO6,PO7, PO8
3	Elaborate the various sampling techniques	PO1,PO2, PO3,PO4, PO6,PO7, PO8
4	How do you determine sample size by using convenience sampling	PO1,PO2, PO3,PO4, PO6,PO7, PO8
5	What is sample size and sampling procedure	PO1,PO2, PO3,PO4, PO6,PO7, PO8
6	What is sampling technique in research methodology	PO1,PO2, PO3,PO4, PO6,PO7, PO8
7	What are the 4 types of sampling methods	PO1,PO2, PO3,PO4, PO6,PO7, PO8
8	Explain probability sampling techniques in detail	PO1,PO2, PO3,PO4, PO6,PO7, PO8
9	Explain non probability sampling techniques in detail	PO1,PO2, PO3,PO4, PO6,PO7, PO8
10	What are the various factors which determine sample size	PO1,PO2, PO3,PO4, PO6,PO7, PO8

Question No.	Questions	PO Attainment
UNIT – 4: Collection and Analysis of Data		
PART-A (Two Marks Questions)		
1	Define data and its need in research	PO6,PO7, PO8
2	What are the types of data used in research	PO6,PO7, PO8
3	What are the sources used in research	PO6,PO7, PO8
4	What is primary data?	PO6,PO7, PO8
5	What are the limitations of primary data collection ?	PO6,PO7, PO8
6	What is secondary data	PO6,PO7, PO8



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7	Give the examples of primary data and secondary	PO6,PO7, PO8
8	List the demerits of secondary data	PO6,PO7, PO8
9	Compare primary data with secondary data	PO6,PO7, PO8
10	Conclude the merits of primary and secondary data	PO6,PO7, PO8
11	What is participant observation?	PO6,PO7, PO8
12	what is controlled observation?	PO6,PO7, PO8
13	what is controlled observation?	PO6,PO7, PO8
14	Write a note on interview method?	PO6,PO7, PO8
15	What is personal interview?	PO6,PO7, PO8
16	What is telephone interview?	PO6,PO7, PO8
17	Explain about dichotomous questions.	PO6,PO7, PO8
18	Write a note on electronic questionnaire design?	PO6,PO7, PO8
19	Explain about dichotomous questions.	PO6,PO7, PO8
20	Differentiate between questionnaire and schedule method	PO6,PO7, PO8
PART-B (Ten Marks Questions)		
1	Define data? What are types of data used in business research	PO6,PO7, PO8
2	What are the guidelines used for constructing questionnaires	PO6,PO7, PO8
3	Elaborate primary data and secondary data with examples	PO6,PO7, PO8
4	How do you write research question for data collection	PO6,PO7, PO8
5	What is survey when it would be a appropriate method for data collection	PO6,PO7, PO8
6	Explain various types of interview methods	PO6,PO7, PO8
7	Elaborate importance of data in business research	PO6,PO7, PO8
8	How does questionnaire help in collecting data	PO6,PO7, PO8
9	Differentiate questionnaire and schedule method of data collection	PO6,PO7, PO8
10	What are the limitations for researcher while collecting the data by using different methods	PO6,PO7, PO8

Question No.	Questions	PO Attainment
UNIT – 5:		
<u>PART-A (Two Marks Questions)</u>		
1	Write a note on research report	PO1,PO2, PO5, PO6,PO7, PO8
2	Mention any two objectives of research report	PO1,PO2, PO5, PO6,PO7, PO8
3	What are the components of report	PO1,PO2, PO5, PO6,PO7, PO8
4	What are the types of research report	PO1,PO2, PO5, PO6,PO7, PO8
5	What is periodic report?	PO1,PO2, PO5, PO6,PO7, PO8
6	What is feasibility report?	PO1,PO2, PO5.



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		PO6,PO7, PO8
7	What is main body of a report?	PO1,PO2, PO5, PO6,PO7, PO8
8	What is popular report?	PO1,PO2, PO5, PO6,PO7, PO8
9	What is technical report?	PO1,PO2, PO5, PO6,PO7, PO8
10	What is footnote?	PO1,PO2, PO5, PO6,PO7, PO8
11	When oral presentation is necessary?	PO1,PO2, PO5, PO6,PO7, PO8
12	What is long report?	PO1,PO2, PO5, PO6,PO7, PO8
13	What is interim report?	PO1,PO2, PO5, PO6,PO7, PO8
14	What are the methods used to present the research report	PO1,PO2, PO5, PO6,PO7, PO8
15	list the parts of research report	PO1,PO2, PO5, PO6,PO7, PO8
16	What are the styles used to put the references in a report	PO1,PO2, PO5, PO6,PO7, PO8
17	What are the merits of research report	PO1,PO2, PO5, PO6,PO7, PO8
18	Visual aids used in presenting the report	PO1,PO2, PO5, PO6,PO7, PO8
19	Explain the primitive steps for good presentation	PO1,PO2, PO5, PO6,PO7, PO8
20	Explain the primitive steps for handling questions	PO1,PO2, PO5, PO6,PO7, PO8
<u>PART-B (Ten Marks Questions)</u>		
1	Explain the various components of research report	PO1,PO2, PO5, PO6,PO7, PO8
2	What are the steps in writing good research report	PO1,PO2, PO5, PO6,PO7, PO8
3	What is nature and importance of research report	PO1,PO2, PO5, PO6,PO7, PO8
4	What are guidelines for preparing a good research report oral presentation	PO1,PO2, PO5, PO6,PO7, PO8
5	Explain the essentials skills required for the presenter while presenting a report	PO1,PO2, PO5, PO6,PO7, PO8
6	State how a presenter should give presentation and handling questions	PO1,PO2, PO5, PO6,PO7, PO8
7	Explain the various methods used in research report presentation	PO1,PO2, PO5, PO6,PO7, PO8
8	Write a short notes on a)deciding on the content b)visual aids	PO1,PO2, PO5,



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		PO6,PO7, PO8
9	What are the parts of research report explain in detail	PO1,PO2, PO5, PO6,PO7, PO8
10	Explain various types of research report	PO1,PO2, PO5, PO6,PO7, PO8

*****ALL THE BEST*****



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