

SRM VALLIAMMAI ENGINEERING COLLEGE

(An Autonomous Institution)

SRM Nagar, Kattankulathur – 603 203

DEPARTMENT OF MANAGEMENT STUDIES

QUESTION BANK

II SEMESTER

1915202 – BUSINESS RESEARCH METHODS

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QUESTION BANK

UNIT – I INTRODUCTION			
SYLLABUS: Business Research – Definition and Significance – Research process – Types of Research – Exploratory and causal Research – Theoretical and empirical Research – Cross – Sectional and time series Research – Research questions / Problems – Review of Literature – Research objectives – Research hypotheses – Characteristics – Research Application in Social & Business Sciences.			
PART- A			
S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1.	What is Research?	Level 1	Remembering
2.	State the objectives of research.	Level 2	Understanding
3.	Identify the criteria of good research.	Level 3	Applying
4.	Compare Quantitative Vs Qualitative Research.	Level 4	Analysing
5.	Rank the benefits of Cross-Sectional Research.	Level 5	Evaluating
6.	Based on what you know explain Laboratory Research.	Level 6	Creating
7.	What is Null Hypothesis (Ho)?	Level 1	Remembering
8.	Classify the types of hypothesis.	Level 2	Understanding
9.	Illustrate the term Hypothesis with an example.	Level 3	Applying
10.	Compare Conceptual Vs Empirical Research.	Level 4	Analysing
11.	Differentiate descriptive research from analytical research.	Level 5	Evaluating
12.	What judgment would you make related to Clinical Or Diagnostic Research?	Level 6	Creating
13.	What are the characteristics of good hypothesis?	Level 1	Remembering
14.	Summarize the importance of Review of literature.	Level 2	Understanding
15.	Identify the significance of research hypothesis.	Level 3	Applying
16.	How to formulate research objectives?	Level 4	Analysing
17.	What is meant by empirical and descriptive research?	Level 1	Remembering
18.	State the objectives of doing analytical research.	Level 2	Understanding
19.	Differentiate concept and construct.	Level 1	Remembering

20.	When can causal research be used?		Level 1	Remembering
21.	What are the various sources of identifying research problem?		Level 2	Understanding
22.	How is a review of literature carried out?		Level 3	Applying
23.	What is the significance of research in social and business sciences?		Level 4	Analysing
24.	Which type of research is applicable for social science?		Level 5	Evaluating
PART- B				
S.NO	QUESTIONS		BT LEVEL	COMPETENCE
1.	Define the term 'Research', Enumerate the characteristics of Research. Give a comprehensive definition of Research.		(13) Level 1	Remembering
2.	Examine the various types of Research and their relative merits and demerits with suitable examples from the business management point of view.		(13) Level 2	Understanding
3.	(i)	What is Business Research? Why is it required?	(6)	Level 3 Applying
	(ii)	Illustrate the evolutionary perspective of Research.	(7)	
4.	Write in detail about the factors affecting Business Research.		(13) Level 4	Analysing
5.	Briefly describe the different steps involved in a Research process.		(13) Level 5	Evaluating
6.	Discuss the need for theoretical framework and highlight the features of the same.		(13) Level 6	Creating
7.	Describe the different types of Research, clearly pointing out The difference between an Experiment and a Survey.		(13) Level 1	Remembering
8.	Why should literature survey be conducted?		(13) Level 2	Understanding
9.	What is Hypothesis? Discuss the types.		(13) Level 3	Applying
10.	Bring out the procedure for Hypothesis testing.		(13) Level 4	Analysing
11.	Explain Research Problem? How do you select a Research Problem and establish Research Objective? Illustrate your Answer.		(13) Level 1	Remembering
12.	Explain in detail about the role of Business research in Decision making.		(13) Level 2	Understanding
13.	Why the Business Research Process necessary to assist Managers?		(13) Level 4	Analysing
14.	(i)	Discuss the role of theory in Business Research.	(6)	Level 1 Remembering
	(ii)	What are the different components of theory?	(7)	

15.	Describe fully the techniques of defining a research problem.	(13)	Level 2	Understanding
16.	Why should a manager know about research when the job entails managing people, products, events, environments, and the like?	(13)	Level 3	Applying
17.	"The problem definition stage is perhaps more critical in the research process than the problem solution stage". Discuss this statement.	(13)	Level 5	Evaluating

PART - C				
S.NO	QUESTIONS		BT LEVEL	COMPETENCE
1.	Is there an advantage in stating the hypothesis both in the null and in the alternate? Justify your answer with an example.	(15)	Level 5	Evaluating
2.	"Empirical research in India in particular creates so many problems for the researchers". State the problems that are usually faced by such researchers.	(15)	Level 5	Evaluating
3.	"Research is much concerned with proper fact finding, analysis and evaluation". Do you agree with this statement? Give reasons in support of your answer.	(15)	Level 5	Evaluating
4.	Plan an action research project and describe the various steps which are followed in completing the project.	(15)	Level 6	Creating
5.	"Creative management, whether in public administration or private industry, depends on methods of inquiry that maintain objectivity, clarity, accuracy and consistency". Discuss this statement and examine the significance of research.	(15)	Level 6	Creating

UNIT – II RESEARCH DESIGN AND MEASUREMENT

SYLLABUS: Research design – Definition – Types of Research design – Exploratory and causal research design – Descriptive and Experimental design – Different types of Experimental design – Validity of findings – Internal and external validity – Variables in Research – Measurement and Scaling – Different scales – Construction of instrument – Validity and Reliability of instrument – Errors affecting in Research design.

PART- A

S.NO	QUESTIONS		BT LEVEL	COMPETENCE
1.	What is Research Design?		Level 1	Remembering
2.	Explain the term Experimental Research design.		Level 2	Understanding
3.	How would you identify the research is Exploratory Study?		Level 3	Applying
4.	Compare between Exploratory and Descriptive research design		Level 4	Analysing

5.	List the different types of validity.	Level 5	Evaluating
6.	Define variable and list the various kinds of variable.	Level 6	Creating
7.	Write short notes on Independent & dependent variables.	Level 1	Remembering
8.	What are the different levels of measurement?	Level 2	Understanding
9.	How would you choose an Appropriate Scaling Technique?	Level 3	Applying
10.	What is meant by Scaling?	Level 4	Analysing
11.	What is meant by Descriptive Study?	Level 5	Evaluating
12.	Write a short note on Casual Relationship.	Level 6	Creating
13.	How would you show your understanding on measurement?	Level 1	Remembering
14.	What do you mean by Experimental group and Control group.	Level 2	Understanding
15.	List out the scale construction approaches.	Level 3	Applying
16.	How do you measure reliability of an instrument?	Level 4	Analysing
17.	What factors contribute to the external validity?	Level 1	Remembering
18.	Distinguish Internal Validity and External validity.	Level 2	Understanding
19.	List the types of errors in research.	Level 1	Remembering
20.	What are the errors affecting research design?	Level 1	Remembering
21.	Why is experimental design used?	Level 2	Understanding
22.	List out the role of variables in research.	Level 3	Applying
23.	What are the steps in developing a research instrument?	Level 4	Analysing
24.	What is the relationship between validity and reliability?	Level 5	Evaluating

PART- B				
S.NO	QUESTIONS		BT LEVEL	COMPETENCE
1.	What do you mean by research design? Differentiate between research methodology and research design. Illustrate your answer with suitable example.		(13) Level 1	Remembering
2.	Elaborate the different types of research design with relevant research problems.		(13) Level 2	Understanding
3.	(i)	What is internal validity and Examine the factors affect the Internal validity?	(6)	Applying
	(ii)	Describe the various types of measurement scales.	(7)	
4.	Explain in detail about the types of validity in detail.		(13) Level 4	Analysing

5.	Differentiate between variables and constructs. Giving suitable example elucidate the different types of variables.	(13)	Level 5	Evaluating
6.	Explain the nature of extraneous variable with suitable examples.	(13)	Level 6	Creating
7.	Explain the various types of scaling and also states their advantages and disadvantages.	(13)	Level 1	Remembering
8.	Differentiate between ranking scales and rating scales. Which one of these scales is better for measuring attitudes?	(13)	Level 2	Understanding
9.	Describe the different methods of scale construction, pointing out the merits and demerits of each.	(13)	Level 3	Applying
10.	Explain in detail about the steps in developing Research Instrument.	(13)	Level 4	Analysing
11.	Define reliability. Discuss any two methods of estimating reliability of test scores.	(13)	Level 1	Remembering
12.	What is validity? Distinguish between reliability and validity.	(13)	Level 2	Understanding
13.	Discuss the various threats faced by the researcher in ensuring validity of an experimental research design.	(13)	Level 4	Analysing
14.	(i) What are the four sources of measurement error? Illustrate by example how each of these might affect the measurement results in a face-to-face interview.	(6)	Level 1	Remembering
	(ii) Briefly explain the types of measurement scales.	(7)		
15.	Give your understanding of a good research design. Is single research design suitable in all research studies? If not, why?	(13)	Level 2	Understanding
16.	Explain the criteria of goodness of a measurement scale.	(13)	Level 3	Applying
17.	Why is the ratio scale considered to be the most powerful of the four scales?	(13)	Level 5	Evaluating

PART - C				
S.NO	QUESTIONS		BT LEVEL	COMPETENCE
1.	Whenever possible, it is advisable to use instruments that have already been developed and repeatedly used in published studies, rather than develop our own instruments for our studies. Do you agree? Discuss the reasons for your answer.	(15)	Level 6	Creating
2.	“Scaling describes the procedures by which numbers are assigned to various degrees of opinion, attitude and other concepts.” Discuss. Also point out the bases for scale classification.	(15)	Level 5	Evaluating

3.	Develop a Likert scale to measure the perception of bank customers towards the concept of internet banking.	(15)	Level 6	Creating
4.	“Group within Treatment Design is less precise design but more useful in educational studies”. Justify this statement.	(15)	Level 5	Evaluating
5.	“Research design in exploratory studies must be flexible but in descriptive studies, it must minimize bias and maximize reliability.” – Discuss.	(15)	Level 5	Evaluating

UNIT – III DATA COLLECTION

SYLLABUS: Types of data – Primary Vs Secondary data – Methods of primary data collection – Survey Vs Observation – Experiments – Designing of questionnaire – Validation of questionnaire – Sampling plan – Sample size – Determinants optimal sample size – Sampling techniques – Probability Vs Non – Probability sampling methods.

PART- A

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1.	What is Primary data?	Level 1	Remembering
2.	Define Secondary Data.	Level 2	Understanding
3.	Mention the characteristics of primary data and secondary data.	Level 3	Applying
4.	What is Data collection?	Level 1	Remembering
5.	State the meaning of Pilot Study.	Level 2	Understanding
6.	What do you mean by Interview?	Level 6	Creating
7.	Define structured interview.	Level 1	Remembering
8.	What is probing in an interview?	Level 2	Understanding
9.	Tabulate the different methods of collection of Data.	Level 3	Applying
10.	Infer the meaning of double sampling.	Level 4	Analysing
11.	Interpret the meaning of Content Validity.	Level 5	Evaluating
12.	Categorize the features of Snowball Sampling.	Level 6	Creating
13.	Conclude your understanding about “Quota Sampling”.	Level 1	Remembering
14.	List the advantages of survey method.	Level 2	Understanding
15.	How to avoid sampling errors?	Level 3	Applying
16.	How do you define Data, Information and Intelligence.	Level 4	Analysing
17.	Identify the advantages of sampling.	Level 1	Remembering

18.	What is Sampling Plan?	Level 2	Understanding
19.	What are the government sources of data?	Level 1	Remembering
20.	List the major strength and weakness of probability and non-probability sampling techniques.	Level 1	Remembering
21.	How sampling size can be determined?	Level 4	Analysing
22.	State the significance of consumer survey.	Level 2	Understanding
23.	How do you define a questionnaire?	Level 4	Analysing
24.	What is disguised and undisguised observation?	Level 2	Understanding

PART- B

S.NO	QUESTIONS		BT LEVEL	COMPETENCE
1.	What do you mean by Observation? Explain various types of observation.	(13)	Level 1	Remembering
2.	What is interview? Can you elaborate the steps involved in interview method of data collection? How To Make Interview Successful?	(13)	Level 2	Understanding
3.	(i) Illustrate about the construction of questionnaire.	(6)	Level 3	Applying
	(ii) Discuss the importance of Sampling Design.	(7)		
4.	Explain the methods available for collecting primary data.	(13)	Level 4	Analysing
5.	Evaluate about in-depth interviews.	(13)	Level 4	Analysing
6.	Write in detail on focus group interview and also state its advantages and disadvantages.	(13)	Level 3	Applying
7.	Why a researcher needs to collect data? What are the different sources of collecting research data? Which source is better one?	(13)	Level 1	Remembering
8.	Compare the advantages and disadvantages of the survey to those of interviews. Under which circumstances could you use interviews to collect data?	(13)	Level 2	Understanding
9.	Explain in detail about the difference between collection of data through questionnaires and schedules.	(13)	Level 3	Applying
10.	Illustrate the different sampling techniques. State their advantages and disadvantages.	(13)	Level 4	Analysing
11.	Describe the methods of determining Sample Size.	(13)	Level 1	Remembering
12.	Give a detailed account on behavioral and non-behavioral observation techniques.	(13)	Level 2	Understanding
13.	Analyze the merits and demerits of various probability sampling techniques.	(13)	Level 4	Analysing

14.	(i)	Describe the Probability and Non-Probability Sampling Methods.	(6)	Level 1	Remembering
	(ii)	Discuss the role of Direct Observation as a business research method.	(7)		
15.		Identify the significance of primary data in research process. What are the limitations of collecting data directly from market?	(13)	Level 2	Understanding
16.		State the various precautions that need to be taken while framing a questionnaire.	(13)	Level 4	Analysing
17.		Explain the different modes of conducting interview. State the drawbacks / limitations of this method.	(13)	Level 3	Applying

PART - C

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1.	“It is never safe to take published statistics at their face value without knowing their meaning and limitations.” Elucidate this statement by enumerating and explaining the various points which you would consider before using any published data. Illustrate your answer by examples wherever possible.	(15) Level 4	Analysing
2.	Explain the principles of Wording, Stating how these are important in questionnaire design, citing a few examples.	(15) Level 1	Remembering
3.	“Every Data collection method has its own built-in-biases. Therefore, resorting to in Multi-Methods of data collection is only going to compound the biases”. How would you critique this statement?	(15) Level 2	Understanding
4.	Suggest the suitable methods of data collection by big business houses in recent times.	(15) Level 5	Evaluating
5.	Design a questionnaire of your own choice.	(15) Level 6	Creating

UNIT – IV DATA PREPARATION AND ANALYSIS

SYLLABUS: Data Preparation – Editing – Coding – Tabulation of Data – Validity of data – Qualitative Vs Quantitative data analysis – Univariate, Bivariate and Multivariate statistical techniques – Introduction to SPSS, Chi-Square, ANOVA, Factor analysis – Cluster analysis – Multiple regression and Correlation - Application of statistical software for data analysis.

PART- A

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1.	What do you mean by Multivariate data analysis?	Level 1	Remembering
2.	Explain the meaning of Factor Analysis.	Level 2	Understanding
3.	Construct a Dummy Variable.	Level 3	Applying

4.	Point out the meaning of Univariate analysis.	Level 4	Analysing
5.	Write about the concept of Data Coding.	Level 4	Analysing
6.	Distinguish between Type I and Type II error.	Level 2	Understanding
7.	What is meant by Exploratory variable?	Level 1	Remembering
8.	What is meant by Multiple Regression analysis?	Level 1	Remembering
9.	How would you use the Criterion Variable?	Level 3	Applying
10.	Distinguish Observable & Latent variable.	Level 4	Analysing
11.	Summarize briefly about Acceptance Region and Rejection Region.	Level 2	Understanding
12.	List the application of statistical software for data analysis.	Level 2	Understanding
13.	What is MDS?	Level 1	Remembering
14.	Explain the concepts of Multicollinearity.	Level 2	Understanding
15.	Relate the meaning of One-tail Test and Two-Tail Test.	Level 3	Applying
16.	How do you define STATA.	Level 4	Analysing
17.	Define Bivariate Analysis.	Level 1	Remembering
18.	State the general data tabulation rules.	Level 2	Understanding
19.	How to handle 'don't know responses' in tabulation?	Level 1	Remembering
20.	What is meant by SPSS?	Level 1	Remembering
21.	State the meaning of Correlation.	Level 2	Understanding
22.	Define Cluster analysis model.	Level 1	Remembering
23.	When can bivariate analysis be used?	Level 4	Analysing
24.	Summarise the term two-way ANOVA.	Level 1	Remembering

PART- B

S.NO	QUESTIONS		BT LEVEL	COMPETENCE
1.	What is Multivariate data analysis? Classify and explain about multivariate techniques.	(13)	Level 1	Remembering
2.	Explain the steps in Cluster analysis and its areas of application.	(13)	Level 2	Understanding
3.	Describe the Bivariate data analysis procedure.	(13)	Level 3	Applying
4.	Discuss about measures of central tendency and how they are useful in any business research work?	(13)	Level 4	Analysing

5.	Explain the objective, process and application of multiple regression and correlation analysis to solve business research problems.	(13)	Level 2	Understanding
6.	"The procedure of testing hypothesis requires a researcher to adopt several steps. " Describe in brief all such steps.	(13)	Level 3	Applying
7.	What is the significance of using Multiple Discriminant Analysis? Explain the technical details involved in such a technique.	(13)	Level 1	Remembering
8.	Discuss the data processing operations. Explain the significance of data processing.	(13)	Level 2	Understanding
9.	State the characteristics and assumptions of Analysis of Variance (ANOVA).	(13)	Level 3	Applying
10.	Enumerate the concept of factor analysis with example. Give the objectives and procedure / steps in factor analysis.	(13)	Level 4	Analysing
11.	What do you mean by data analysis? Explain it with example. What are the objectives and phases of data analysis.	(13)	Level 1	Remembering
12.	What do you mean by Multi-dimensional scaling(MDS)? Give the uses and process of conducting MDS.	(13)	Level 2	Understanding
13.	Illustrate the applications of statistical software for data analysis.	(13)	Level 4	Analysing
14.	Illustrate the applications of Conjoint Analysis.	(13)	Level 1	Remembering
15.	Write short notes on: (i) Level of Significance. (ii) One tailed and two tailed test. (iii) Degree of freedom.	(4) (5) (4)	Level 2	Understanding
16.	Highlight the importance and limitations of tests of hypothesis.	(13)	Level 3	Applying
17.	Explain the steps involved in Conjoint Analysis.	(13)	Level 1	Remembering

PART - C

S.NO	QUESTIONS		BT LEVEL	COMPETENCE
1.	"Processing of data implies editing, coding, classification and tabulation". Describe in brief these four operations pointing out the significance of each in context of research study.	(15)	Level 5	Evaluating
2.	A tax consultant wonders whether he should be more selective about the class of clients he serves so as to maximise his income. He usually deals with four categories of clients - the very rich, rich, upper middle class, and middle class. He has records of each and every client served, the taxes paid by them, and how much he has changed them. Since many particulars in respect of the clients vary (number of dependents, business, deductibles, etc.), irrespective of the category they belong to, he would like an appropriate analysis to be done to see which among	(15)	Level 4	Analysing

	the four categories of clients he should choose to continue to serve in future. What kind of analysis should be done in the above case and why? Justify.			
3.	“Changes in various economic and social phenomena can be measured and compared through index numbers”. Explain this statement pointing out the utility of index numbers.	(15)	Level 3	Applying
4.	Distinguish between correlation and regression with the help of an example.	(15)	Level 2	Understanding
5.	How a researcher should validate a data?	(15)	Level 5	Evaluating

UNIT – V REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH

SYLLABUS: Research report – Different types – Contents of report – Need of Executive summary – Chapterisation – Contents of chapter – Report writing – Report format – Title of the report – Report Presentation - Ethics in research – Ethical behaviour of research – Subjectivity and objectivity in research.

PART- A

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1.	Define research report.	Level 1	Remembering
2.	What is the main idea of preparing a report?	Level 2	Understanding
3.	Relate any four features of a good Research Report.	Level 3	Applying
4.	List down the guidelines that should be followed while writing executive summary.	Level 4	Analysing
5.	How do findings differ from conclusions in Research Report?	Level 4	Analysing
6.	List out the different types of Research Reports.	Level 2	Understanding
7.	What do you mean by “Synopsis”?	Level 1	Remembering
8.	Interpret the term “Referencing”.	Level 2	Understanding
9.	Write the meaning of Interpretation.	Level 3	Applying
10.	Assess the difference between subjectivity and objectivity.	Level 4	Analysing
11.	Construct the contents of executive summary.	Level 3	Applying
12.	Define Bibliography and footnotes.	Level 1	Remembering
13.	Write a short note on “Characteristics of a good research report”.	Level 1	Remembering
14.	Analyse the need for effective documentation.	Level 2	Understanding
15.	Compare oral presentation with written presentation.	Level 3	Applying
16.	How do you overcome subjectivity in Research?	Level 4	Analysing

17.	What is meant by Ethical Dilemma?	Level 1	Remembering
18.	What is meant by Glossary?	Level 2	Understanding
19.	How is ethics defined in research?	Level 1	Remembering
20.	List the importance of research ethics.	Level 1	Remembering
21.	What are the important aspects that should be considered for report presentation?	Level 2	Understanding
22.	What is the role of audience in report writing?	Level 4	Analysing
23.	Give any two ways to deal with objectivity issues in research.	Level 3	Applying
24.	List down the characteristics of research report.	Level 1	Remembering

PART- B

S.NO	QUESTIONS		BT LEVEL	COMPETENCE
1.	What are the various contents of Report? Give the importance of Research report writing.	(13)	Level 1	Remembering
2.	Discuss the format of Research report in detail.	(13)	Level 2	Understanding
3.	Explain the types of Research report.	(13)	Level 3	Applying
4.	Discuss the format of Research report in detail.	(13)	Level 2	Understanding
5.	What is an Executive Summary? State the need for Executive Summary.	(13)	Level 1	Remembering
6.	Enumerate the process of writing an Executive Summary.	(13)	Level 3	Applying
7.	Illustrate the precautions that need to be taken while report writing.	(13)	Level 4	Analysing
8.	What are the things that play an important role while writing a draft?	(13)	Level 1	Remembering
9.	What is ethics in research? State the significance of ethics in research.	(13)	Level 2	Understanding
10.	"One of the most crucial things in a research report is to cite proper research paper references by researcher." In the view of the statement, highlight the content of reference section.	(13)	Level 3	Applying
11.	Discuss the process of report preparation. Discuss the importance of objectivity in writing a Marketing / Finance /	(13)	Level 4	Analysing

	Human Resource Research report.			
12.	Discuss the ethical behaviour in research? Give the principles of ethics in research.	(13)	Level 1	Remembering
13.	Discuss the importance of language, cauterisation, tone and proof reading in a research report preparation.	(13)	Level 2	Understanding
14.	How have technological advancements helped in writing and presenting research reports? Why is it necessary to specify the limitations of the study in the research report?	(13)	Level 4	Analysing
15.	How title of a report is selected? Explain.	(13)	Level 1	Remembering
16.	Write a short note about Bibliography and its importance in the context of Research report.	(13)	Level 1	Remembering
17.	List and explain the guidelines that helps in making a presentation effective.	(13)	Level 4	Analysing

PART - C

S.NO	QUESTIONS		BT LEVEL	COMPETENCE
1.	How have technological advancements helped in writing and presenting research reports? Why is it necessary to specify the limitation of the study in the Research Report?	(15)	Level 1	Remembering
2.	Prepare a research proposal in detail for a research problem of your business area of interest.	(15)	Level 2	Understanding
3.	“We can teach methods of analysis, yet any extensive research... requires something equally important: an organisation or synthesis which provides the essential structure into which the pieces of analysis fit.” Examine this statement and show how a good research report may be prepared.	(15)	Level 5	Evaluating
4.	“Interpretation is an art of drawing inferences, depending upon the skill of the researcher”. Elucidate the given statement explaining the technique of interpretation.	(15)	Level 4	Analysing
5.	Prepare a research proposal for identifying the market potential of a new product launched by your concern.	(15)	Level 2	Understanding