

SRM VALLIAMMAI ENGINEERING COLLEGE

(An Autonomous Institution)

SRM Nagar, Kattankulathur – 603 203

DEPARTMENT OF MANAGEMENT STUDIES

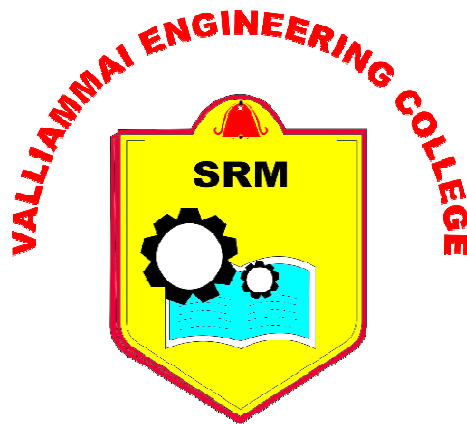
QUESTION BANK

II SEMESTER

BA3262 – BUSINESS RESEARCH METHODS

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UNIT – I – INTRODUCTION

SYLLABUS: Business Research – Definition and Significance – Research process – Research Problem – Review of Literature – Research objectives – Research hypotheses – Characteristics – Testing of Hypothesis.

PART- A

S.NO.	QUESTIONS	CO LEVEL	BT LEVEL	COMPETENCE
1.	What is Research?	CO1	Level 1	Remembering
2.	State the objectives of research.	CO1	Level 2	Understanding
3.	Identify the criteria for good research.	CO1	Level 2	Understanding
4.	Compare Quantitative and Qualitative Research.	CO1	Level 2	Understanding
5.	What are the benefits of Cross-Sectional Research?	CO1	Level 1	Remembering
6.	Recall the significance of Laboratory Research.	CO1	Level 1	Remembering
7.	What is Null Hypothesis?	CO1	Level 1	Remembering
8.	Classify the types of Hypotheses.	CO1	Level 2	Understanding
9.	Define Business Research.	CO1	Level 1	Remembering
10.	Identify the differing features of Conceptual and Empirical Research.	CO1	Level 2	Understanding
11.	Differentiate descriptive research from analytical research.	CO1	Level 1	Remembering
12.	What is meant by Diagnostic Research?	CO1	Level 1	Remembering
13.	List out the characteristics of good hypothesis.	CO1	Level 1	Remembering
14.	Identify the need for literature reviews while conducting the Research.	CO1	Level 2	Understanding
15.	Enlist the significant features of research hypothesis.	CO1	Level 1	Remembering
16.	How to formulate the Research Objectives?	CO1	Level 2	Understanding
17.	What is meant by Empirical and Descriptive Research?	CO1	Level 1	Remembering
18.	State the Objectives of doing Analytical Research.	CO1	Level 2	Understanding
19.	Differentiate between concept and construct.	CO1	Level 2	Understanding
20.	Identify the right avenue for applying Causal Research.	CO1	Level 2	Understanding
21.	What are the various sources of identifying Research Problem?	CO1	Level 1	Remembering
22.	How is Review of literature conducted?	CO1	Level 2	Understanding
23.	What is the significance of research in Social and Business Sciences?	CO1	Level 1	Remembering
24.	“Business Research is Social Science Research” – Infer the statement.	CO1	Level 2	Understanding

PART- B

S.NO.	QUESTIONS	CO LEVEL	BT LEVEL	COMPETENCE
1.	Explain in detail the term Research and its process in conducting the Business with suitable illustration.	CO1	Level 3	Applying
2.	Examine the various types of Research and their relative merits and demerits with suitable examples from the Business point of view.	CO1	Level 4	Analysing
3.	Evaluate in detail the factors affecting Business Research.	CO1	Level 4	Analysing
4.	(i) What is Business Research and how it can be applied? (8) (ii) Illustrate the evolutionary perspective of Research. (8)	CO1	Level 3	Applying
5.	Classify the Types of Research on different perspectives.	CO1	Level 3	Applying
6.	Discuss the need for theoretical framework and highlight the features.	CO1	Level 4	Analysing
7.	Compare and contrast the Experiment and Survey method in Business Research.	CO1	Level 3	Applying
8.	Examine the process for Literature Review and explain its importance in the Research process.	CO1	Level 4	Analysing
9.	Discuss in detail the need, scope and importance of Hypothesis in Social Science Research.	CO1	Level 4	Analysing
10.	Illustrate the procedure for Hypothesis Testing.	CO1	Level 3	Applying
11.	Explain in detail the Research Problem, selection, objective with suitable illustration.	CO1	Level 4	Analysing
12.	Explain in detail about the role of Business research in Decision making.	CO1	Level 3	Applying
13.	Explain the way BRM supports Managerial process?	CO1	Level 4	Analysing
14.	Distinguish between Theoretical and Empirical Research.	CO1	Level 3	Applying
15.	Research methodology is utilized for Management process – Infer.	CO1	Level 4	Analysing
16.	Analytically view the application of research in Social and Business Sciences.	CO1	Level 3	Applying
17.	“Empirical research creates many problems for the researchers”- Explain with suitable illustrations.	CO1	Level 4	Analysing

UNIT – II – RESEARCH DESIGN AND MEASUREMENT

SYLLABUS: Research design – Definition – Types of Research design and its application – 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 in Research design.

PART- A

S.NO.	QUESTIONS	CO LEVEL	BT LEVEL	COMPETENCE
1.	What is Research Design?	CO2	Level 1	Remembering
2.	Relate the use of Experimental Design in Social Science Research.	CO2	Level 2	Understanding
3.	What is meant by Exploratory study?	CO2	Level 1	Remembering
4.	Compare Exploratory and Descriptive research design.	CO2	Level 2	Understanding
5.	List out the different types of validity.	CO2	Level 1	Remembering
6.	Define Variable and list out the various kinds of variables.	CO2	Level 2	Understanding
7.	Write short notes on Independent & Dependent variables.	CO2	Level 2	Understanding
8.	What are the different levels of Measurement?	CO2	Level 1	Remembering
9.	Cite an Appropriate Scaling Technique for Research process.	CO2	Level 2	Understanding
10.	What is meant by Scaling?	CO2	Level 1	Remembering
11.	“Descriptive Study is highly used in the majority of Social or Business Research” – Interpret the statement.	CO2	Level 2	Understanding
12.	Identify how does Casual Relationship influence Marketing Research?	CO2	Level 1	Remembering
13.	Outline the significance of Measurement in the Research process.	CO2	Level 2	Understanding
14.	Differentiate between Experimental group and Control group.	CO2	Level 2	Understanding
15.	Enlist the Approaches for Scale construction.	CO2	Level 1	Remembering
16.	How to measure the Reliability of an instrument?	CO2	Level 2	Understanding
17.	What are the Factors that contribute to the external validity?	CO2	Level 1	Remembering
18.	Distinguish between Internal Validity and External validity.	CO2	Level 2	Understanding
19.	List out the types of errors in research.	CO2	Level 1	Remembering

20.	What are the common errors that affect research design?	CO2	Level 2	Understanding
21.	Where is Experimental design commonly applied?	CO2	Level 1	Remembering
22.	List out the importance of variables in research.	CO2	Level 1	Remembering
23.	Identify the key steps in developing a Research Instrument.	CO2	Level 2	Understanding
24.	What is the relationship between Validity and Reliability?	CO2	Level 1	Remembering

PART- B

S.NO.	QUESTIONS	CO LEVEL	BT LEVEL	COMPETENCE
1.	(i) Explain the importance of Research Design. (8) (ii) Differentiate between Research Methodology and Research Design. Illustrate with suitable examples. (8)	CO2	Level 3	Applying
2.	Explain the types of Research design on various perspectives. Explain in detail with suitable examples.	CO2	Level 3	Applying
3.	Explain in detail the types of Validity that are applied in research.	CO2	Level 4	Analysing
4.	(i) Interpret internal validity and examine the factors affecting the Internal validity? (8) (ii) Distinguish the various types of Measurement Scales. (8)	CO2	Level 3	Applying
5.	Differentiate between variables and constructs with suitable examples	CO2	Level 4	Analysing
6.	Evaluate the nature of extraneous variable with suitable examples.	CO2	Level 4	Analysing
7.	Comparatively evaluate the various types of scaling with detail explanation.	CO2	Level 4	Analysing
8.	Differentiate between ranking scales and rating scales and which one of these scales is better for measuring attitudes.	CO2	Level 4	Analysing
9.	Explain the different methods of scale construction with suitable justification on the merits and demerits.	CO2	Level 4	Analysing
10.	Evaluate the steps in developing the Research Instrument.	CO2	Level 4	Analysing
11.	Define reliability. Explain any two methods for estimating the reliability of test scores.	CO2	Level 3	Applying
12.	Infer validity. Distinguish between reliability and validity.	CO2	Level 4	Analysing
13.	Discuss the various threats faced by the researcher in ensuring validity of an experimental research design.	CO2	Level 3	Applying
14.	(i) Classify the four sources of measurement errors. Illustrate suitable examples. (8) (ii) Explain in detail the types of measurement scales. (8)	CO2	Level 4	Analysing

15.	Examine the application of an appropriate research design with an example.	CO2	Level 3	Applying
16.	Evaluate the criteria for goodness of a measurement scale.	CO2	Level 3	Applying
17.	Why is the ratio scale considered to be the most powerful among the four scales?	CO2	Level 3	Applying

UNIT – III – DATA COLLECTION

SYLLABUS: Data Sources & Types – Primary Vs Secondary data – Methods of data collection - Questionnaire Design — Sampling plan and designing –Sampling techniques – Probability Vs Non – Probability sampling methods.

PART- A

S.NO.	QUESTIONS	CO LEVEL	BT LEVEL	COMPETENCE
1.	What is Primary data?	CO3	Level 1	Remembering
2.	List the sources of Secondary Data.	CO3	Level 2	Understanding
3.	What is meant by Data collection?	CO3	Level 1	Understanding
4.	Differentiate between primary data and secondary data.	CO3	Level 2	Understanding
5.	How is Pilot Study used in the Research process?	CO3	Level 1	Remembering
6.	Outline the steps in the Interview method?	CO3	Level 2	Understanding
7.	Define structured interview.	CO3	Level 1	Remembering
8.	Classify the different methods of Data collection.	CO3	Level 2	Understanding
9.	What is probing in an interview?	CO3	Level 1	Remembering
10.	What is meant by Sampling?	CO3	Level 1	Remembering
11.	Select any two appropriate method for collecting the Primary Data.	CO3	Level 1	Remembering
12.	Summarize the features of Snowball Sampling.	CO3	Level 2	Understanding
13.	Illustrate “Quota Sampling”.	CO3	Level 2	Understanding
14.	List the advantages of survey method.	CO3	Level 2	Understanding
15.	How can researcher avoid sampling errors.	CO3	Level 1	Remembering
16.	Interpret the meaning of Data and Information in research.	CO3	Level 2	Understanding
17.	How to determine the Sample Size?	CO3	Level 1	Remembering
18.	What is meant by Population in Sampling Plan?	CO3	Level 2	Understanding

19.	Classify the government data under suitable source of Data collection.	CO3	Level 2	Understanding
20.	What is meant by probability sampling?	CO3	Level 1	Remembering
21.	What is meant by Non-Probability Sampling?	CO3	Level 1	Remembering
22.	State the significance of consumer survey.	CO3	Level 2	Understanding
23.	Differentiate between Questionnaire and Schedule.	CO3	Level 2	Understanding
24.	What is disguised and undisguised observation?	CO3	Level 1	Remembering

PART- B

S.NO.	QUESTIONS	CO LEVEL	BT LEVEL	COMPETENCE
1.	Explain the meaning for Observation and the application of its various types in the Research process.	CO3	Level 3	Applying
2.	Analyse the significant process and steps in conducting the Interview successfully.	CO3	Level 4	Analyzing
3.	Explain in detail the scope, need and importance of Data collection.	CO3	Level 3	Applying
4.	(i) Develop the questionnaire for collecting data on Customer satisfaction. (ii) identify the appropriate method to select the right sample for data collection?	CO3	Level 3	Applying
5.	Analytically view and explain the methods available for collecting primary data.	CO3	Level 4	Analysing
6.	Examine in detail the Sampling design with suitable examples.	CO3	Level 4	Analysing
7.	Comparatively discuss the significant elements in the Probability and Non Probability Sampling techniques.	CO3	Level 4	Analysing
8.	Examine the different types of Probability Sampling.	CO3	Level 4	Analysing
9.	Develop a Schedule for collecting the Primary Data.	CO3	Level 3	Applying
10.	Explain in detail about the difference between collection of data through questionnaires and schedules.	CO3	Level 3	Applying
11.	Illustrate the different sampling techniques. State their advantages and disadvantages.	CO3	Level 4	Analysing
12.	Describe the methods of determining Sample Size.	CO3	Level 3	Applying
13.	Analyse the different observation techniques adopted in a research.	CO3	Level 4	Analysing

14.	Analyze the merits and demerits of various probability sampling techniques.	CO3	Level 4	Analysing
15.	Identify the significance of primary data in research process and discuss on the limitations of collecting data from the Market.	CO3	Level 3	Applying
16.	Examine in detail the importance of Experimentation method in collecting the more reliable Data.	CO3	Level 4	Analysing
17.	Explain in detail the Non Probability Sampling techniques and its applicability in the Research process.	CO3	Level 3	Applying

UNIT – IV – DATA 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.

PART- A

S.NO.	QUESTIONS	CO LEVEL	BT LEVEL	COMPETENCE
1.	What is meant by Multivariate data analysis?	CO4	Level 1	Remembering
2.	Outline the concept of Factor Analysis.	CO4	Level 2	Understanding
3.	Recall the significance of SPSS in Research process.	CO4	Level 1	Remembering
4.	List out the steps in the process of Data Analysis.	CO4	Level 2	Understanding
5.	Define Coding.	CO4	Level 1	Remembering
6.	Differentiate between Type I and Type II error.	CO4	Level 2	Understanding
7.	List the significance of Multiple Regression analysis .	CO4	Level 1	Remembering
8.	What is meant by Exploratory variable?	CO4	Level 2	Understanding
9.	Define Criterion Variable.	CO4	Level 1	Remembering
10.	Distinguish between Qualitative and Quantitative Analysis.	CO4	Level 2	Understanding
11.	What is the base for Acceptance Region and Rejection Region?	CO4	Level 1	Remembering
12.	List out the uses of statistical software for data analysis.	CO4	Level 2	Understanding
13.	What is meant by Chi square?	CO4	Level 1	Remembering
14.	Why is Tabulation of Data essential?	CO4	Level 2	Understanding
15.	What is meant by ANOVA?	CO4	Level 1	Remembering
16.	Compare the two types of Factor Analysis.	CO4	Level 2	Understanding

17.	Define Bivariate Analysis.	CO4	Level 1	Remembering
18.	State the benefits of SPSS.	CO4	Level 2	Understanding
19.	Differentiate between Uni and Bivariate Analysis.	CO4	Level 2	Understanding
20.	What is meant by SPSS?	CO4	Level 2	Understanding
21.	State the meaning of Correlation.	CO4	Level 1	Remembering
22.	Demonstrate the different types of Windows in the SPSS model?	CO4	Level 2	Understanding
23.	Summarize the uses of Cluster Analysis.	CO4	Level 2	Understanding
24.	Recall the Chi square formula.	CO4	Level 1	Remembering

PART- B

S.NO.	QUESTIONS	CO LEVEL	BT LEVEL	COMPETENCE
1.	Explain Multivariate data analysis and its techniques.	CO4	Level 3	Applying
2.	Explain the steps in Cluster analysis and its areas of application.	CO4	Level 3	Applying
3.	Analyse the significance of ANOVA Test in the Research process.	CO4	Level 4	Analysing
4.	Examine the details and types of Factor Analysis.	CO4	Level 4	Analysing
5.	Identify the applications of the Multiple Regression and Correlation Analysis in solving the Business oriented problems?	CO4	Level 3	Applying
6.	Examine One and Two tailed Tests in Research Methodology.	CO4	Level 4	Analysing
7.	Analytically discuss the application of Data Analysis in Business Operation.	CO4	Level 4	Analysing
8.	Explain in detail the different approaches of Data Analysis and track the major differences in the approaches.	CO4	Level 3	Evaluating
9.	Distinguish between descriptive statistical analysis and inferential statistical analysis.	CO4	Level 4	Analysing
10.	Identify the applications of statistical software for data analysis.	CO4	Level 3	Applying
11.	Describe the role of statistics and parameters in analysing the data. Illustrate with suitable example.	CO4	Level 3	Applying
12.	Apply the suitable statistical technique that are commonly used in educational research.	CO4	Level 3	Applying
13.	Describe the Bivariate data analysis procedure.	CO4	Level 3	Applying
14.	Comparatively discuss the significant difference between Multiple Regression and Correlation Analysis.	CO4	Level 4	Analysing

15.	Discuss in detail the application of SPSS in the Research process.	CO4	Level 3	Applying
16.	Assess the scope, objectives and phases for data analysis in the Research study.	CO4	Level 4	Analysing
17.	Discover the significance of data processing and its operations.	CO4	Level 4	Analysing

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

SYLLABUS: Research report – Different types – Contents of report –Report format – Title of the report – Report Presentation – Proposal: purpose, Topic selection, types and structure. Ethics in research – Ethical behaviour of research.

PART- A

S.NO.	QUESTIONS	CO LEVEL	BT LEVEL	COMPETENCE
1.	Define Research report.	CO5	Level 1	Remembering
2.	Outline the types of Report.	CO5	Level 2	Understanding
3.	State the features of Research Report.	CO5	Level 1	Remembering
4.	Interpret the guidelines to be followed while writing an Executive summary.	CO5	Level 2	Understanding
5.	Relate the importance of Conclusion in the Research report.	CO5	Level 2	Understanding
6.	Name the contents of the Report.	CO5	Level 1	Remembering
7.	What is meant by “Synopsis”?	CO5	Level 1	Remembering
8.	Interpret the term” Referencing”.	CO5	Level 2	Understanding
9.	Why Interpretation is essential for Research Reporting?	CO5	Level 2	Understanding
10.	Differentiate between subjectivity and objectivity.	CO5	Level 2	Understanding
11.	Outline the contents of executive summary.	CO5	Level 2	Understanding
12.	Define Bibliography.	CO5	Level 1	Remembering
13.	What is meant by Footnotes?	CO5	Level 1	Remembering
14.	Demonstrate the need for effective documentation.	CO5	Level 2	Understanding
15.	What are the different types of Presentation?	CO5	Level 1	Remembering
16.	Infer the need to overcome the subjectivity bias in Research.	CO5	Level 2	Understanding
17.	What is meant by Ethical Dilemma?	CO5	Level 1	Remembering
18.	Write short notes on Glossary.	CO5	Level 1	Remembering

19.	Define Ethics in research.	CO5	Level 1	Remembering
20.	Outline the significance of ethics in the process of Research study.	CO5	Level 2	Understanding
21.	What are the important aspects that should be considered for report presentation?	CO5	Level 1	Remembering
22.	What is the role of audience in report writing?	CO5	Level 2	Understanding
23.	Demonstrate the ways to deal with objectivity issues in research.	CO5	Level 2	Understanding
24.	Illustrate the appropriate steps to be followed while selecting the topic for research study.	CO5	Level 2	Understanding

PART- B

S.NO.	QUESTIONS	CO LEVEL	BT LEVEL	COMPETENCE
1.	Explain the contents of Research Report by developing a suitable one of your choice.	CO5	Level 3	Applying
2.	Discuss the format of Research report in detail.	CO5	Level 4	Analysing
3.	Classify the different types of Research reports.	CO5	Level 4	Analysing
4.	Distinguish between Synopsis and Proposal.	CO5	Level 4	Analysing
5.	Determine the need and significance of Research Presentation.	CO5	Level 3	Applying
6.	Elaborate the process of writing an Executive Summary.	CO5	Level 4	Analysing
7.	Illustrate the precautions that need to be taken while report writing.	CO5	Level 3	Applying
8.	Identify and apply the suitable procedure while writing a draft.	CO5	Level 3	Applying
9.	Examine the significance of Ethics in research.	CO5	Level 4	Analysing
10.	"One of the most crucial things in a research report is to cite properly" – Explain with suitable illustrations.	CO5	Level 3	Applying
11.	Determine in detail the process of preparing Functional Reports such as Marketing, Finance, Human Resource.	CO5	Level 3	Applying
12.	Discuss the Ethical behaviour in research and illustrate the Principles of ethics in research.	CO5	Level 3	Applying
13.	Discuss the importance of Proof reading in a research report preparation.	CO5	Level 4	Analysing
14.	Analytically discuss the advantages and disadvantages of using technological tools in Research process.	CO5	Level 4	Analysing
15.	Explain in detail the contents of report with suitable example.	CO5	Level 3	Applying

16.	Examine in detail the Ethical behaviour to be followed while conducting Research.	CO5	Level 4	Analysing
17.	Examine the guidelines for Effective Presentation.	CO5	Level 4	Analysing