

SRM VALLIAMMAI ENGINEERING COLLEGE
(An Autonomous Institution)
SRM Nagar, Kattankulathur – 603 203

DEPARTMENT OF MANAGEMENT STUDIES

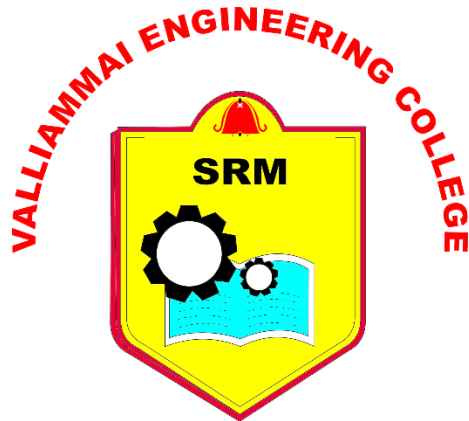
QUESTION BANK

I SEMESTER

BA4171 – RESEARCH METHODOLOGY AND INTELLECTUAL PROPERTY RIGHTS

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UNIT – I – INTRODUCTION

SYLLABUS: Introduction – Sources of Research Problem, Research Process - Criteria of Good Research - Scope and importance, Approaches – Qualitative – Quantitative, Research Design and Types, Types of Variables, Ethics in Research.

PART- A

S.NO	QUESTIONS	BT LEVEL	COMPETENCE	COURSE OUTCOMES
1.	Define Research.	Level 1	Remembering	CO1
2.	Explain a research problem.	Level 2	Understanding	CO1
3.	List any two sources of research problems.	Level 1	Remembering	CO1
4.	Explain the importance of the research problem.	Level 2	Understanding	CO1
5.	What is the role of literature review in identifying a research problem?	Level 1	Understanding	CO1
6.	Outline the key steps in the research process.	Level 2	Remembering	CO1
7.	List any two criteria of good research.	Level 1	Understanding	CO1
8.	Explain the importance of objectivity in research.	Level 2	Remembering	CO1
9.	How do reliability and validity contribute to the quality of research?	Level 1	Understanding	CO1
10.	List the importance of research.	Level 2	Remembering	CO1
11.	Write the scope of the research.	Level 1	Remembering	CO1
12.	Compare qualitative and quantitative research approaches.	Level 2	Understanding	CO1
13.	Define quantitative research.	Level 1	Remembering	CO1
14.	Enumerate the importance of using mixed methods in research.	Level 2	Understanding	CO1
15.	What is meant by qualitative research?	Level 1	Remembering	CO1
16.	Outline the research design.	Level 2	Understanding	CO1
17.	List any two types of research design.	Level 1	Remembering	CO1

18.	Describe the difference between experimental and non-experimental research designs.	Level 2	Understanding	CO1
19.	Define a dependent variable.	Level 1	Remembering	CO1
20.	Describe the difference between continuous and categorical variables.	Level 2	Understanding	CO1
21.	What is meant by an independent variable?	Level 1	Remembering	CO1
22.	Outline the general ethics need to follow while doing the research.	Level 2	Understanding	CO1
23.	Define Plagiarism.	Level 1	Remembering	CO1
24.	Describe how confidentiality is maintained in research studies.	Level 2	Understanding	CO1

PART- B

S.NO	QUESTIONS	BT LEVEL	COMPETENCE	COURSE OUTCOMES
1.	Design a research study on a topic of your choice. Outline the objectives, hypothesis, and methodology you would use.	(16) Level 3	Applying	CO1
2.	Analyze the research process by breaking down each step and discussing its significance and potential pitfalls with real-life examples.	(16) Level 4	Analyzing	CO1
3.	Apply the criteria of good research to evaluate a published research paper in your field, highlighting its strengths and weaknesses.	(16) Level 3	Applying	CO1
4.	Analyze the strengths and weaknesses of qualitative and quantitative research approaches, providing examples of studies that effectively use each method.	(16) Level 4	Analysing	CO1
5.	Evaluate the strengths and limitations of experimental versus non-experimental research designs.	(16) Level 5	Evaluating	CO1
6.	Analyze the different types of research designs and their suitability for various types of research questions, using examples from published studies.	(16) Level 4	Analysing	CO1

7.	Identify and classify the variables in a hypothetical study with examples.	(16)	Level 5	Evaluating	CO1
8.	Analyze the role of different types of variables in a research study, discussing how they influence the research outcomes with examples from existing research.	(16)	Level 4	Analysing	CO1
9.	Critically assess the scope and importance of research.	(16)	Level 5	Evaluating	CO1
10.	Evaluate the challenges in operationalizing variables in a complex study, providing strategies to address these challenges with examples.	(16)	Level 5	Evaluating	CO1
11.	Identify a research problem from a recent publication in your field. Outline the steps you would take to address this problem in a new study.	(16)	Level 3	Applying	CO1
12.	Critically assess the scope and importance of an ethnographic study.	(16)	Level 4	Evaluating	CO1
13.	Differentiate qualitative and quantitative research with examples.	(16)	Level 4	Analysing	CO1
14.	Develop a comprehensive plan to ensure ethical standards in a study on the psychological effects of social isolation. Include considerations for informed consent, confidentiality, and data protection.	(16)	Level 3	Applying	CO1
15.	Evaluate the importance of ethics in research, providing examples of studies where ethical lapses had significant consequences.	(16)	Level 5	Evaluating	CO1
16.	Apply ethical principles to a hypothetical research study on workplace discrimination, outlining how you would address potential ethical issues.	(16)	Level 3	Applying	CO1
17.	Evaluate the importance of ethics in research, providing examples of studies where ethical lapses had significant consequences.	(16)	Level 5	Evaluating	CO1

PART- B

S.NO	QUESTIONS	BT LEVEL	COMPETENCE	COURSE OUTCOMES	
1.	Explain in detail the term Research and its process with suitable illustration.	(16)	Level 3	Applying	CO1
2.	Examine the various types of Research and their relative merits and demerits with suitable examples.	(16)	Level 4	Analysing	CO1
3.	Classify the types of Research design on various perspectives. Explain in detail with suitable examples.	(16)	Level 5	Evaluating	CO1
4.	Classify the Types of Research on different perspectives.	(16)	Level 3	Applying	CO1
5.	(i) What is meant by Research Design? (ii) Differentiate between Research Methodology and Research Design. Illustrate with suitable examples.	(16)	Level 4	Analysing	CO1
6.	Identify and classify the variables in a hypothetical study with examples.	(16)	Level 5	Evaluating	CO1
7.	Examine the application of an appropriate research design with an example.	(16)	Level 3	Analysing	CO1
8.	Identify a research problem from a recent publication in your field. Outline the steps you would take to address this problem in a new study.	(16)	Level 3	Applying	CO1
9.	Analyze the role of different types of variables in a research study, discussing how they influence the research outcomes with examples from existing research.	(16)	Level 4	Analysing	CO1
10.	Critically assess the scope and importance of research.	(16)	Level 5	Evaluating	CO1
11.	Evaluate the challenges in operationalizing variables in a complex study, providing strategies to address these challenges with examples.	(16)	Level 4	Analysing	CO1
12.	Evaluate the importance of ethics in research, providing examples of studies where ethical lapses had significant consequences.	(16)	Level 5	Evaluating	CO1
13.	Apply ethical principles to a hypothetical research study on workplace discrimination, outlining how you would address potential ethical issues.	(16)	Level 3	Applying	CO1

14.	Develop a comprehensive plan to ensure ethical standards in a study on the psychological effects of social isolation. Include considerations for informed consent, confidentiality, and data protection.	(16)	Level 4	Analysing	CO1
15.	Evaluate the importance of ethics in research, providing examples of studies where ethical lapses had significant consequences.	(16)	Level 5	Evaluating	CO1
16.	Differentiate qualitative and quantitative research with examples.	(16)	Level 4	Analysing	CO1
17.	Evaluate the ethical concerns that need to be followed in the research.	(16)	Level 5	Evaluating	CO1

UNIT – II – DATA COLLECTION AND ANALYSIS

SYLLABUS: Sources of Data – Primary – Secondary, Data Collection Methods, Measurement and Scaling, Validity of Findings- Internal and External Validity

PART- A

S.NO	QUESTIONS	BT LEVEL	COMPETENCE	COURSE OUTCOMES
1.	What is primary data?	Level 1	Remembering	CO2
2.	Explain the difference between primary and secondary data.	Level 2	Understanding	CO2
3.	Define secondary data.	Level 1	Remembering	CO2
4.	Classify the sources of primary data collection.	Level 2	Understanding	CO2
5.	List two sources of secondary data.	Level 1	Remembering	CO2
6.	Explain the importance of surveys in primary data collection.	Level 2	Understanding	CO2
7.	Describe the role of literature reviews in secondary data collection.	Level 1	Remembering	CO2
8.	Describe one advantage of using secondary data over primary data.	Level 2	Understanding	CO2
9.	Define Depth interview.	Level 1	Remembering	CO2
10.	What is meant by Schedules.	Level 2	Understanding	CO2
11.	Write two essentials of a good questionnaire.	Level 1	Remembering	CO2
12.	How to measure the Reliability of an instrument?	Level 2	Understanding	CO2

13.	Write two selections of appropriate methods for data collection.	Level 1	Remembering	CO2
14.	Write two prerequisites and basic tenets of interviewing.	Level 2	Understanding	CO2
15.	What is meant by measurement in research?	Level 1	Remembering	CO2
16.	Define scaling in the context of research.	Level 2	Understanding	CO2
17.	Explain the difference between nominal and ordinal scales.	Level 1	Remembering	CO2
18.	Describe the purpose of a Likert scale in research.	Level 2	Understanding	CO2
19.	What is internal validity?	Level 1	Remembering	CO2
20.	Explain how internal validity affects the results of a study.	Level 2	Understanding	CO2
21.	Describe why external validity is important for generalizing research findings.	Level 1	Remembering	CO2
22.	Write the types of Scaling.	Level 2	Understanding	CO2
23.	Define Nominal Scale	Level 1	Remembering	CO2
24.	What is meant by ordinal scale.	Level 2	Understanding	CO2

PART- B					
S.NO	QUESTIONS	BT LEVEL	COMPETENCE	COURSE OUTCOMES	
1.	Explain the meaning of Observation and the application of its various types in the Research process.	(16)	Level 3	Applying	CO2
2.	Analytically view and explain the methods available for collecting primary data.	(16)	Level 4	Analyzing	CO2
3.	Evaluate the significant process and steps in conducting the Interview successfully.	(16)	Level 5	Evaluating	CO2
4.	Apply the Schedule for collecting the Primary Data.	(16)	Level 3	Applying	CO2
5.	Differentiate between ranking scales and rating scales and which one of these scales is better for measuring attitudes.	(16)	Level 4	Analyzing	CO2
6.	Evaluate in detail the scope, need and importance of Data collection.	(16)	Level 5	Evaluating	CO2

7.	Explain in detail about the difference between collection of data through questionnaires and schedules	(16)	Level 3	Applying	CO2
8.	What is validity? Distinguish between reliability and validity.	(16)	Level 4	Analyzing	CO2
9.	Comparatively evaluate the various types of scaling with detail explanation.	(16)	Level 5	Evaluating	CO2
10.	Categorize the different methods of scale construction with suitable justification on the merits and demerits.	(16)	Level 3	Applying	CO2
11.	Evaluate in detail the importance of Experimentation method in collecting the more reliable Data.	(16)	Level 5	Evaluating	CO2
12.	Identify the significance of primary data in research process and discuss on the limitations of collecting data from the Market	(16)	Level 3	Applying	CO2
13.	Evaluate the criteria for goodness of a measurement scale.	(16)	Level 5	Evaluating	CO2
14.	Discuss the various threats faced by the researcher in ensuring validity of an experimental research design.	(16)	Level 3	Applying	CO2
15.	(i)What are the four sources of measurement error? Illustrate suitable examples. (ii) Explain in detail the types of measurement scales.	(10) (6)	Level 3 Level 2	Applying	CO2
16.	Discuss the various threats faced by the researcher while collecting primary data.	(16)	Level 3	Applying	CO2
17.	Evaluate the sources of primary data and secondary data in detail.	(16)	Level 5	Evaluating	CO2

UNIT – III – DATA PREPARATION AND DATA CLEANING

SYLLABUS: Sampling Techniques, Editing – Coding – Tabulation of Data, Validity of data – Qualitative Vs Quantitative, Data analysis – Univariate - Bivariate and Multivariate statistical techniques – Cluster analysis – Multiple regression.

PART- A

S.NO	QUESTIONS	BT LEVEL	COMPETENCE	COURSE OUTCOMES
1.	Define Sampling.	Level 1	Remembering	CO3
2.	Write the types of sampling techniques.	Level 2	Understanding	CO3

3.	Define probability sampling.	Level 1	Remembering	CO3
4.	What is meant by non-probability sampling?	Level 2	Understanding	CO3
5.	Define random Sampling.	Level 2	Understanding	CO3
6.	What is stratified sampling?	Level 1	Remembering	CO3
7.	Define Snowball Sampling.	Level 2	Understanding	CO3
8.	What is purposive sampling?	Level 1	Remembering	CO3
9.	Define Quota Sampling.	Level 2	Understanding	CO3
10.	What is cluster sampling?	Level 1	Remembering	CO3
11.	Define convenience sampling.	Level 1	Remembering	CO3
12.	Write about Simple random sampling.	Level 2	Understanding	CO3
13.	Describe the purpose of using cluster sampling in research.	Level 1	Remembering	CO3
14.	Write two characteristics of a good sample design.	Level 2	Understanding	CO3
15.	What is data editing in research.	Level 1	Remembering	CO3
16.	Define coding in the context of data analysis.	Level 2	Understanding	CO3
17.	Define data validity in quantitative research.	Level 1	Remembering	CO3
18.	What is univariate analysis?	Level 2	Understanding	CO3
19.	Define bivariate analysis.	Level 1	Remembering	CO3
20.	Explain the difference between univariate and bivariate analysis.	Level 2	Understanding	CO3
21.	Define multivariate analysis.	Level 1	Remembering	CO3
22.	Describe the purpose of using cluster analysis in data analysis.	Level 2	Understanding	CO3
23.	Define multiple regression.	Level 1	Remembering	CO3
24.	What is meant by cluster analysis?	Level 2	Understanding	CO3

PART- B					
S.NO	QUESTIONS	BT LEVEL	COMPETENCE	COURSE OUTCOMES	
1.	Apply different sampling techniques to gather data for a market research study.	(16)	Level 3	Applying	CO1
2.	Analyze the choice, of sampling technique that influences the validity and reliability of research findings. Discuss with examples.	(16)	Level 4	Analysing	CO1
3.	Explain the steps involved in cluster analysis and explain, its applications in market segmentation.	(16)	Level 3	Applying	CO1
4.	Apply appropriate univariate statistical techniques to describe a dataset. How do you determine which descriptive statistics are most suitable?	(16)	Level 4	Analysing	CO3
5.	Develop a comprehensive data management plan for a large-scale research project, outlining procedures for data collection, cleaning, and preparation.	(16)	Level 3	Applying	CO3
6.	Differentiate univariate, bivariate, and multivariate statistical techniques, and analyze their applications and usage.	(16)	Level 4	Analysing	CO3
7.	Propose a mixed-methods research design to investigate a complex social phenomenon. Justify your choice of qualitative and quantitative components.	(16)	Level 3	Applying	CO3
8.	Analyze the process of assessing the reliability and validity of coded data in a large-scale survey.	(16)	Level 4	Analysing	CO3
9.	Discuss the relationship between correlation and causation. When is it appropriate to infer causality from bivariate analysis?	(16)	Level 4	Analysing	CO3
10.	Evaluate the impact of sampling errors on the validity of research findings.	(16)	Level 5	Evaluating	CO3
11.	Elaborate on different levels of measurement.	(16)	Level 3	Applying	CO3

13.	Apply univariate analysis to describe the central tendency and dispersion of a dataset.	(16)	Level 3	Applying	CO3
14.	Examine the factors while evaluating the validity of data in a research study.	(16)	Level 5	Evaluating	CO3
15.	Analyze the effectiveness of different data cleaning techniques in improving data quality.	(16)	Level 4	Analysing	CO3
16.	Evaluate the effectiveness of different cluster analysis methods in grouping similar data points	(16)	Level 5	Evaluating	CO3
17.	Justify the use of multiple regression analysis over other statistical techniques in predicting business outcomes.	(16)	Level 5	Evaluating	CO3

UNIT – IV – INTELLECTUAL PROPERTY RIGHTS AND PATENTS

SYLLABUS: Introduction to Intellectual Property (IP) - Role of IP in the Economic and Cultural Development of the Society – IP Governance - IP as a Global Indicator of Innovation – Major Amendments in IP Laws and Acts in India, Trademark and Secrets - Types and features of IPR, Patents - Conditions for Obtaining a Patent Protection - National Bodies Dealing with Patent Affairs - Registration procedure.

PART- A

S.NO	QUESTIONS	BT LEVEL	COMPETENCE	COURSE OUTCOMES
1.	Define Intellectual Property.	Level 1	Remembering	CO4
2.	What do you understand by IPR?	Level 2	Remembering	CO4
3.	List different types of Intellectual Property Rights (IPR).	Level 1	Remembering	CO4
4.	Brief about any two major amendments in IP laws in India.	Level 2	Understanding	CO4
5.	What is a patent?	Level 1	Remembering	CO4
6.	Identify the role of the national body dealing with patent affairs in India.	Level 2	Understanding	CO4
7.	Explain the role of IP in the cultural development of society.	Level 2	Understanding	CO4
8.	Compare patents and trademarks.	Level 2	Understanding	CO4

9.	What is a trademark?	Level 1	Remembering	CO4
10.	Describe how IP acts as a global indicator of innovation.	Level 2	Understanding	CO4
11.	Define trade secret.	Level 1	Remembering	CO4
12.	Illustrate a few conditions for obtaining patent protection.	Level 2	Understanding	CO4
13.	What is the role of Patents in economic development?	Level 1	Remembering	CO4
14.	Mention features and the importance of patents.	Level 2	Understanding	CO4
15.	Explain the significance of IP governance.	Level 2	Understanding	CO4
16.	Summarize the registration procedure for obtaining a patent.	Level 2	Understanding	CO4
17.	Discuss the types of IPR.	Level 2	Understanding	CO4
18.	What is the IP registration procedure?	Level 1	Remembering	CO4
19.	Name the act related to IP laws in India.	Level 1	Remembering	CO4
20.	Elaborate on the role of IPR in economic development.	Level 1	Remembering	CO4
21.	Explain the term 'trade secret'.	Level 2	Understanding	CO4
22.	Illustrate the importance of major amendments in IP laws in India.	Level 2	Understanding	CO4
23.	Describe the conditions required for obtaining patent protection.	Level 1	Remembering	CO4
24.	Explain the function of national bodies dealing with patent affairs.	Level 2	Understanding	CO4

PART- B

S.NO	QUESTIONS	BT LEVEL	COMPETENCE	COURSE OUTCOMES
1.	How would you apply the principles of IP governance to a startup company? (16)	Level 3	Applying	CO4

2.	Analyze the impact of major amendments in IP laws on businesses in India.	(16)	Level 4	Analysing	CO4
3.	How can a company use trademarks to enhance its brand identity?	(16)	Level 3	Applying	CO4
4.	Examine the role of IP in the economic and cultural development of society by providing examples.	(16)	Level 4	Analysing	CO4
5.	Develop a strategy for a company to protect its trade secrets.	(16)	Level 5	Evaluating	CO4
6.	Compare and contrast the types and features of IPR in India with those in another country.	(16)	Level 4	Analysing	CO4
7.	How would you implement the registration procedure for obtaining a patent for a new invention?	(16)	Level 5	Evaluating	CO4
8.	Evaluate the role of IP governance in fostering innovation and creativity in a particular industry.	(16)	Level 4	Analysing	CO4
9.	Illustrate the steps involved in obtaining a patent protection in India with an example.	(16)	Level 5	Evaluating	CO4
10.	Analyze the effectiveness of national bodies dealing with patent affairs in promoting innovation.	(16)	Level 5	Evaluating	CO4
11.	Assess the impact of IP on the economic development of a developing country.	(16)	Level 3	Applying	CO4
13.	Analyze how IP acts as a global indicator of innovation with specific examples from various industries.	(16)	Level 4	Analysing	CO4
14.	Evaluate the effectiveness of the current IP laws and acts in India in protecting intellectual property.	(16)	Level 3	Applying	CO4
15.	Distinguish between the conditions required for obtaining patent protection in different jurisdictions.	(16)	Level 4	Analysing	CO4
16.	Critically evaluate the importance of trademarks and trade secrets in	(16)	Level 5	Evaluating	CO4

	maintaining a competitive edge in the market.				
17.	Examine the overall impact of national bodies dealing with patent affairs on the innovation ecosystem in India.	(16)	Level 5	Evaluating	CO4

UNIT – V – DOCUMENTATION AND REPORT WRITING

SYLLABUS: Research report – Report format – Title of the report - Contents of report - Different types, Report Presentation – Oral Presentation – Written Presentation, IPR Document – Forms of IPR – IPR Guidelines

PART- A

S.NO	QUESTIONS	BT LEVEL	COMPETENCE	COURSE OUTCOMES
1.	What is a research report?	Level 1	Remembering	CO5
2.	Explain the importance of a research report..	Level 2	Understanding	CO5
3.	Define report format	Level 1	Remembering	CO5
4.	Describe the function of a report format.	Level 2	Understanding	CO5
5.	What is an oral presentation?	Level 1	Remembering	CO5
6.	List the main importance and contents of a report.	Level 2	Understanding	CO5
7.	Define written presentation.	Level 1	Remembering	CO5
8.	Mention a few key elements of a research report.	Level 2	Understanding	CO5
9.	What do IPR guidelines refer to?	Level 1	Remembering	CO5
10.	Explain the role of an IPR document.	Level 2	Understanding	CO5
11.	Summarize different types of reports.	Level 1	Remembering	CO5
12.	What is the purpose of an executive summary in a report?	Level 2	Understanding	CO5
13.	What is the difference between oral and written presentation?	Level 1	Remembering	CO5
14.	Identify a few benefits of using a structured report format.	Level 2	Understanding	CO5
15.	Illustrate the purpose of IPR guidelines.	Level 1	Remembering	CO5

16.	Elucidate different forms of IPR.	Level 2	Understanding	CO5
17.	Name a few forms of IPR that are commonly documented.	Level 1	Remembering	CO5
18.	Compare the benefits of oral and written presentations.	Level 2	Understanding	CO5
19.	Describe the steps involved in preparing an oral presentation.	Level 2	Understanding	CO5
20.	Define copyright.	Level 1	Remembering	CO5
21.	What is the significance of the title in a research report?	Level 1	Remembering	CO5
22.	Discuss the importance of different types of reports in various contexts.	Level 2	Understanding	CO5
23.	Compare different forms of IPR and their documentation.	Level 1	Remembering	CO5
24.	Describe how to structure the contents of a report for clarity.	Level 2	Understanding	CO5

PART- B

S.NO	QUESTIONS	BT LEVEL	COMPETENCE	COURSE OUTCOMES
1.	How would you apply the principles of report formatting to create a structured research report?	(16) Level 3	Applying	CO5
2.	Analyze the importance of effective visual aids in report presentations.	(16) Level 4	Analysing	CO5
3.	Evaluate the ethical implications of intellectual property rights.	(16) Level 5	Evaluating	CO5
4.	Evaluate the role of research reports in decision-making processes.	(16) Level 5	Evaluating	CO5
5.	Compare and contrast the different types of reports and their specific uses.	(16) Level 4	Analysing	CO5
6.	Analyze the differences in approach between an oral and a written presentation.	(16) Level 4	Analysing	CO5
7.	How would you apply IPR guidelines to document a new invention?	(16) Level 3	Applying	CO5
8.	Evaluate the importance of following IPR guidelines in maintaining the integrity of intellectual property documentation.	(16) Level 5	Evaluating	CO5

9.	Analyze the key elements that should be included in the contents of a report for clarity and completeness.	(16)	Level 4	Analysing	CO5
10.	Analyze the impact of effective communication on the success of a report presentation.	(16)	Level 4	Analysing	CO5
11.	Assess the significance of having a structured report format for different reports.	(16)	Level 3	Applying	CO5
13.	Analyze the impact of a GI-based IPR and the engagement of a research report specific to GI.	(16)	Level 4	Analysing	CO5
14.	Critically evaluate the title's role in determining a research report's success.	(16)	Level 3	Applying	CO5
15.	Compare the effectiveness of oral and written presentations in different professional contexts.	(16)	Level 5	Evaluating	CO5
16.	Analyse the overall effectiveness of IPR guidelines based on their context, format, contents, and presentation.	(16)	Level 4	Analysing	CO5
17.	Evaluate the strengths and weaknesses of the IPR filing system and suggest improvements.	(16)	Level 5	Evaluating	CO5