



SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES
(Autonomous)

Department of Management Studies

QUESTION BANK

RESEARCH METHODOLOGY (22MBA125)

SREENIVASA INSTITUTE of TECHNOLOGY and MANAGEMENT STUDIES
(AUTONOMOUS)

RESEARCH METHODOLOGY

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I MBA / II - SEMESTER

REGULATION: R22



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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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I MBA – Semester - II					
Course Code	RESEARCH METHODOLOGY	L	T	P	C
22MBA125			4	0	0
Course Educational Objectives (CEO):					
CEO1: Understand the concept / fundamentals of research and their types.					
CEO2: Understand the Research Problem and Research design.					
CEO3: Understand about sampling					
CEO4: Understand the importance of scaling & measurement techniques and data collection.					
CEO5: Understanding and applying the concept of report writing and guidelines for preparing a good research report.					
UNIT - I	Research Methodology: An Introduction	Lecture Hrs: 8			
Meaning of Research, Objectives of Research, Types of Research, Significance of Research, Research Process, Criteria of Good Research, Problems Encountered by Researchers in India, Role of computers in Research					
UNIT - II	Research Problem and Research design	Lecture Hrs: 12			
What is a Research Problem?, Defining the Research Problem , Necessity of Defining the Problem Technique Involved in Defining a Problem , Selecting the Problem					
Research design : Meaning of research design , Need for research design , Features of good design , different research designs					
UNIT - III	Sampling	Lecture Hrs:12			
What is a Sample , importance of sample , Census and Sample Survey ,sampling , Implications of a Sample Design, Steps in Sampling Design Criteria of Selecting a Sampling Procedure, Characteristics of a Good Sample Design , Different Types of Sample Designs ,determination of sample size					
UNIT - IV	Scaling techniques and Methods of Data collection	Lecture Hrs:12			
Measurement and Scaling Techniques: Measurement Scales, Sources of Error in Measurement					
Scaling: Meaning of Scaling, Scale Classification Bases, Important Scaling Techniques, Scale Construction Techniques					
Data collection: Data, Data Vs. information, Types of data, Primary and secondary Data: Collection of Primary Data - Observation Method, Interview Method, Data through Questionnaires, Data through Schedules. Collection of Secondary Data					
UNIT - V	Report Writing	Lecture Hrs:8			
Report Writing, Significance of Report Writing, Different Steps in Writing Report, Layout of the Research Report, Types of Reports, Oral Presentation, Mechanics of Writing a Research Report, Precautions for Writing Research Reports.					
Course Outcomes :					
On successful completion of the course the students will be able to				POs & PSOs related to COs	
CO1	Classify and Explain the concept / fundamentals of different types			PO1, PSO1	



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	of research.	
CO2	Apply relevant research techniques.	PO1, PO2, PSO1
CO3	Use appropriate sampling techniques.	PO1, PO2, PSO1
CO4	Evaluate relevant scaling & measurement techniques and Synthesizing different techniques of data collection methods, used in research.	PO1, PO2, PO4, PSO1, PSO2
CO5	Prepare research reports.	PO1, PO2, PO4, PSO1, PSO2

Text Books:

1. Research Methodology: Methods and Techniques, [C. R. Kothari](#), [Gaurav Garg](#), [New Age International \(P\) Limited Publishers](#), 2019.
2. Research Methodology-Methods & Techniques, C.R.Kothari, New Age International, 2008.
3. Business Research Methods, Donald R Cooper and Pamela S Schindler, 9/e, TMH Publishing Co.Ltd., 2002.

References:

1. Research Methods for Business – A Skill Building Approach, Uma Sekaran, John- Wiley & Sons (Asia) Pvt. Ltd., Singapore, 2012.
2. Business Research Method, 8e, Zikmund, Babi-Carr-Adhikari-Griffin- Cengage Learning, 2004.
3. Methodology and Techniques of Social Science Research, Wilkinson & Bhandarkar, Himalaya Publishing House, 2001.

Online Learning Resources:

- <https://archive.nptel.ac.in/courses/110/107/110107114/>
<https://archive.nptel.ac.in/courses/121/106/121106007/>



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Question No.	Questions	PO Attainment
Unit – I: Research Methodology: An Introduction		
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
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



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UNIT – 2: Unit – II : Research Problem and Research design		
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
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		
PART-A (Two Marks Questions)		
1	List the steps in sampling design.	PO1,PO2, PO3,PO4, PO6,PO7, PO8



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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, PO6,PO7, PO8
16	What factors determine sample size?	PO1,PO2, PO3,PO4, PO6,PO7, PO8



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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



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Question No.	Questions	PO Attainment
Unit – 4: Scaling techniques and Methods of Data collection		
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
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 an 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
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Unit – 5: Report Writing		
PART-A (Two Marks Questions)		
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, 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
PART-B (Ten Marks Questions)		
1	Explain the various components of research report.	PO1,PO2, PO5, PO6,PO7, PO8



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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 short notes on a) Deciding on the content b) Visual aids.	PO1,PO2, PO5, 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



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