



QUESTION BANK

Year / Semester: **I MBA II Semester**

Regulation: **R22**

Subject and Code: **Research Methodology (22MBA125)**

SYLLABUS

UNIT-I

Research Methodology: An Introduction

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.

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

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

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



**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES
(AUTONOMOUS)**

QUESTION BANK

Year / Semester: I MBA II Semester

Regulation: R22

Subject and Code: Research Methodology (22MBA125)

**UNIT-V
Report Writing**

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.

SITAMS

Max Marks: 10

Prepared by **Dr. K Suresh**



SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES
(AUTONOMOUS)

QUESTION BANK

Year / Semester: **I MBA II Semester**

Regulation: **R22**

Subject and Code: **Research Methodology (22MBA125)**

S.No.	CO	Questions	BT
Unit I: (Research Methodology: An Introduction)			
1	1	Explain the meaning, objectives, and significance of research.	L1
2	1	Describe the types of research.	L1
3	1	Explain the research process with a neat diagram.	L2
4	1	Discuss the role of computers in research.	L2
5	1	Apply the research process to study customer satisfaction in a bank.	L3
6	1	Show how research helps in managerial decision-making.	L3
7	1	Analyze the criteria of good research.	L4
8	1	Examine the problems faced by researchers in India.	L4
9	1	Evaluate the significance of research in business development.	L5
10	1	Design a research proposal outline for a marketing study.	L5
11			



SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES
(AUTONOMOUS)

QUESTION BANK

Year / Semester: **I MBA II Semester**

Regulation: **R22**

Subject and Code: **Research Methodology (22MBA125)**

S.No.	CO	Questions	BT
Unit II: (Research Problem and Research Design)			
1	2	Explain the meaning and characteristics of a research problem.	L1
2	2	Describe different types of research designs.	L1
3	2	Explain the necessity of defining a research problem.	L2
4	2	Discuss features of a good research design.	L2
5	2	Demonstrate steps in defining a research problem with example.	L3
6	2	Develop a suitable research design for employee satisfaction study.	L4
7	2	Analyze the differences between exploratory and descriptive research design.	L4
8	2	Examine techniques involved in defining research problem.	L4
9	2	Evaluate different research designs for business research.	L5
10	2	Construct a research design framework for MBA project.	L6



SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES
(AUTONOMOUS)

QUESTION BANK

Year / Semester: **I MBA II Semester**

Regulation: **R22**

Subject and Code: **Research Methodology (22MBA125)**

S.No.	CO	Questions	BT
Unit III: (Sampling)			
1	3	Explain the concept and importance of sampling.	L1
2	3	Describe different types of sampling techniques.	L1
3	3	Explain steps involved in sampling design.	L2
4	3	Discuss factors determining sample size.	L2
5	3	Apply sampling procedure for study on MBA students' performance.	L3
6	3	Illustrate census and sample survey with example.	L4
7	3	Analyze implications of sample design.	L4
8	3	Compare probability and non-probability sampling.	L4
9	3	Evaluate different sampling techniques for market research.	L5
10	3	Design a sampling plan for consumer behavior research.	L6



SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES
(AUTONOMOUS)

QUESTION BANK

Year / Semester: **I MBA II Semester**

Regulation: **R22**

Subject and Code: **Research Methodology (22MBA125)**

S.No.	CO	Questions	BT
Unit IV: (Scaling Techniques and methods of data collection)			
1	4	Explain measurement and scaling techniques.	L1
2	4	Describe types of measurement scales.	L1
3	4	Explain sources of error in measurement.	L2
4	4	Discuss primary and secondary data collection methods.	L2
5	4	Construct a Likert scale for customer satisfaction.	L3
6	4	Prepare a questionnaire for employee performance study.	L4
7	4	Analyze advantages and disadvantages of interview method.	L4
8	4	Compare observation and questionnaire methods.	L4
9	4	Evaluate various scaling techniques.	L5
10	4	Develop a structured questionnaire for marketing research.	L6



SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES
(AUTONOMOUS)

QUESTION BANK

Year / Semester: **I MBA II Semester**

Regulation: **R22**

Subject and Code: **Research Methodology (22MBA125)**

S.No.	CO	Questions	BT
Unit V: (Report Writing)			
1	5	Explain meaning and significance of report writing.	L1
2	5	Describe layout of research report.	L1
3	5	Explain steps involved in writing research report.	L2
4	5	Discuss mechanics of writing research report.	L2
5	5	Prepare an outline of research report for MBA project.	L3
6	5	Demonstrate oral presentation of research findings.	L4
7	5	Analyze different types of research reports.	L4
8	5	Examine precautions in writing research report.	L4
9	5	Evaluate importance of report writing in research.	L5
10	5	Design a complete format of research report for academic submission.	L6

Note: L1-Remembering, L2-Understanding, L3-Appling, L4-Analyzing, L5-Evaluating, and L6-Creating



QUESTION BANK

Year / Semester: I MBA II Semester

Regulation: R22

Subject and Code: Research Methodology (22MBA125)

Text Book References:

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 internationals, 2008.
3. Business Research methods, Donald R Cooper and Pamela S Schindler, 9/e, TMH Publishing Co.,Ltd., 2022.

The Six Levels of Bloom's Taxonomy:

1. **Remembering:** Retrieving, recognizing, and recalling relevant knowledge from long-term memory (e.g., list, define, name, locate).
2. **Understanding:** Constructing meaning, explaining ideas, or concepts (e.g., summarize, interpret, classify, compare).
3. **Applying:** Using information in new situations or implementing procedures to solve problems (e.g., solve, use, demonstrate, implement).
4. **Analyzing:** Breaking material into constituent parts, determining how the parts relate to one another and to an overall structure (e.g., contrast, categorize, distinguish, diagram).
5. **Evaluating:** Making judgments based on criteria and standards through checking and critiquing (e.g., judge, critique, justify, defend, argue).
6. **Creating:** Putting elements together to form a coherent or functional whole; reorganizing elements into a new pattern or structure (e.g., design, construct, develop, formulate).