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DEPARTMENT OF MANAGEMENT STUDIES

QUESTION BANK

II SEMESTER

1915202– Research Methods

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SUBJECT : 1915202 RESEARCH METHODS

SEM / YEAR : II SEMESTER/I YEAR

UNIT I - INTRODUCTION

SYLLABUS: Research – Definition and Significance – the 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 & Science.

Q.NO	UNIT I - PART A	LEVEL	Competence
1	Define Research.	BTL1	Remembering
2	State the objectives of research.	BTL2	Understanding
3	Identify the criteria of good research.	BTL3	Applying
4	Compare Quantitative Vs Qualitative Research.	BTL4	Analyzing
5	Rank the benefits of Cross Sectional Research.	BTL5	Evaluating
6	Based on what you know explain Laboratory Research.	BTL6	Creating
7	What is Null Hypothesis (Ho) and Alternate Hypothesis (H1)?	BTL1	Remembering
8	Classify the types of hypothesis.	BTL2	Understanding
9	Illustrate the term Hypothesis with an example.	BTL3	Applying
10	Compare Conceptual Vs Empirical Research.	BTL4	Analyzing
11	Differentiate descriptive research from analytical research.	BTL5	Evaluating
12	What judgment would you make related to Clinical Or Diagnostic Research?	BTL6	Creating
13	What are the characteristics of good hypothesis?	BTL1	Remembering
14	Explain Research Design.	BTL2	Understanding
15	Identify the significance of research design.	BTL3	Applying
16	Provide you description about research process.	BTL4	Analyzing
17	What is meant by empirical and descriptive research?	BTL1	Remembering
18	State the objectives of doing analytical research.	BTL2	Understanding
19	Differentiate concept and construct.	BTL4	Remembering
20	What is the role of research in science ?	BTL1	Remembering

Q.NO	UNIT I - PART B			LEVEL	Competence
1		Define research. How a person can conduct Research? Give the essential features of it?		BTL1	Remembering
2		Examine the various types of research and their relative merits and demerits with suitable examples from the management point of view.		BTL2	Understanding
3		What is research? Why it is required?		BTL3	Applying
4		Bring out the procedure for hypothesis testing.		BTL4	Analyzing
5		Explain the research process with a neat diagram.		BTL5	Evaluating
6		Write in detail about the factors affecting research.		BTL6	Creating
7		What is a research design? Discuss various types of research designs.		BTL1	Remembering
8		Describe Research Hypothesis. Describe the steps in testing in hypothesis.		BTL2	Understanding
9	(i)	Demonstrate how does one frame Research Objectives?	(7)	BTL 3	Applying
	(ii)	What are the characteristics of Hypothesis?	(6)		
10		What do you meant by Historical Research?		BTL4	Analyzing
11	(i)	Explain the different types of variables.	(7)	BTL5	Remembering
	(ii)	State a research title of your choice and identify the different types of variables in the stated title.	(6)		
12		Explain Research Problem? How do you select a Research Problem and establish Research Objective? Illustrate your answer.		BTL2	Understanding
13		Why is hypothesis required in research? What are the different types of hypothesis? Gives Examples.		BTL4	Analyzing
14		Discuss the role of theory in Research.		BTL1	Remembering

Q.NO	UNIT I - PART C	
1	A company manufacturing brand new personal cars would like to identify potential market segment for their brand. Suggest suitable research design to identify market potential.	
2	Give a brief account of a research you want to do in the near future and design a consent form for that research.	
3	How would you distinguish between a management decision problem and a management research problem? Do all decision problems require research? Explain and illustrate with example?	
4	"Research is much concerned with proper fact finding, analysis and evaluation". Do you agree with this statement? Give reasons in support of your answer.	

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.

Q.NO	UNIT II - PART A	LEVEL	Competence
1	What is research design?	BTL1	Remembering
2	Explain the term Experimental Research design.	BTL2	Understanding
3	How would you identify the research is Exploratory Study?	BTL3	Applying
4	List down the advantages of experimental design.	BTL4	Analyzing
5	Differentiate experimental and control design.	BTL5	Evaluating
6	Explain Internal Validity.	BTL6	Creating
7	What is casual research design?	BTL1	Remembering
8	Can you explain the term Likert Scale?	BTL2	Understanding
9	Illustrate the difference between exploratory and descriptive research design.	BTL3	Applying
10	What is meant by Data Analysis?	BTL4	Analyzing
11	What is meant by Descriptive Studies?	BTL5	Evaluating
12	Explain Casual Relationship.	BTL6	Creating
13	How would you show your understanding an measurement?	BTL1	Remembering
14	Contrast internal and external validity.	BTL2	Understanding
15	Interpret the different types of Validity.	BTL3	Applying
16	Explain Factor Scales.	BTL4	Analyzing
17	What is a Rating scaling?	BTL1	Remembering
18	What can you say about Experimental Research design?	BTL2	Understanding
19	Give meaning for the term "Reliability".	BTL1	Remembering
20	What are the errors affecting research design?	BTL1	Remembering

Q.NO	UNIT II - PART B	LEVEL	Competence
1	What are the types of informal experimental design?	BTL1	Remembering
2	Classify the Research Design process, types and benefits in the context of any functional management Research.	BTL2	Understanding
3	(i) Where casual research can be used?	(6)	Applying
	(ii) What are the pros and cons of casual research?	(7)	
4	Explain the types of Experimental Designs used in .	BTL4	Analyzing

5		Evaluate the Research Design process, types and benefits in the context of any functional management Research.		BTL5	Evaluating
6		Narrate the procedure for developing a scalogram and illustrate the same by an example.		BTL6	Creating
7	(i)	Define causal Research. Give the basic principles of Causal Research.	(6)	BTL1	Remembering
	(ii)	What are the different types of Causal Research?	(7)		
8		Summarize the different response scales used in questionnaire development with examples for each.		BTL2	Understanding
9		Sketch the importance of Experimental Group and Control Group.		BTL 3	Applying
10		How do you design a Marketing Research Programme?		BTL4	Analyzing
11		Discuss the various threats faced by the researcher in ensuring validity of an experimental research design.		BTL5	Evaluating
12		Discuss the various types of Measurement Scales and also their pros and cons.		BTL2	Understanding
13		Analyze the step by step course of action of constructing a Research Scale and give an outline of a scale on a title of your choice.		BTL4	Analyzing
14		Compare Likert's scale and Semantic Differential Scale, What are the special features of the semantic differential Scale?		BTL1	Remembering

Q.NO	UNIT II - PART C
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.
2	You are employed by the product manager of Tarai Foods Ltd. who wants to know the ideal price differential between the company frozen vegetables and those marketed by Mother dairy. The customers of the frozen vegetables are mostly working women. Identify the Variables, test units, Hypotheses and research design.
3	You are the HRD Manager with ABB (India). ABB has recently taken over a major unit in Kolkata. You are sent on a posting there and are given the task of introducing a new operation scheme which your parent organization feels will improve efficiency. But you perceive during your stay that there is an underlying dissatisfaction amongst the employees and it is essential to gauge their views and opinion about the takeover and their expectations before introducing the scheme. What is the recommended research design? What would be the variables, hypotheses and the population under study?
4	Develop a likert scale to measure the perception of bank customers towards the concept of internet banking.

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.

Q.NO	UNIT III - PART A	LEVEL	Competence
1	What is Primary data?	BTL1	Remembering
2	Explain the meaning of Secondary Data.	BTL2	Understanding
3	Interpret the difference between primary data and secondary data.	BTL3	Applying
4	Correlate any two problems faced in collection of data through schedules.	BTL4	Analyzing
5	State Pilot Study.	BTL5	Evaluating
6	What do you mean by Interview?	BTL6	Creating
7	Tabulate the different methods of collection of Data.	BTL1	Remembering
8	Infer the meaning of double sampling.	BTL2	Understanding
9	Interpret the meaning of Characteristics of a good sample design.	BTL3	Applying
10	Categorize the features of Snowball Sampling.	BTL4	Analyzing
11	Conclude your understanding about "Quota Sampling".	BTL5	Evaluating
12	Explain the advantages of survey method.	BTL6	Creating
13	Describe how to avoid sampling errors.	BTL1	Remembering
14	Explain the benefits of Non-Probability Sampling.	BTL2	Understanding
15	Identify the advantages of sampling.	BTL3	Applying
16	What is Sampling Plan?	BTL4	Analyzing
17	What are the government sources of data?	BTL1	Remembering
18	Explain structured interview.	BTL2	Understanding
19	What is probing in an interview?	BTL1	Remembering
20	List the major strength and weakness of probability and non-probability sampling techniques.	BTL1	Remembering

Q.NO	UNIT III - PART B	LEVEL	Competence
1	What do you mean by Observation? Explain various types of observation.	BTL1	Remembering
2	Explain interview? Can you elaborate the steps involved in interview method of data collection? How To Make Interview Successful?	BTL2	Understanding

3	Illustrate about the construction of questionnaire.	BTL3	Applying
4	Explain the methods available for collecting primary data. Explain in detail the construction of Questionnaire.	BTL4	Analyzing
5	Evaluate about in-depth interviews.	BTL5	Evaluating
6	Write in detail on focus group interview and also state its advantages and disadvantages.	BTL6	Creating
7	Why a researcher needs to collect data? What are the different sources of collecting research data? Which source is better one?	BTL1	Remembering
8	Compare the advantages and disadvantages of the survey to those of interviews. Under which circumstances could you use interviews to collect data?	BTL2	Understanding
9	Illustrate the different sampling techniques. State their advantages and disadvantages.	BTL 3	Applying
10	Describe the methods of determining Sample Size.	BTL4	Analyzing
11	A population is divided into three strata so that $N_1=5000$, $N_2=2000$, and $N_3=3000$. Respective standard deviations are 15, 18, and 5. How should a sample size $n=84$ be allocated to three strata if an optimum allocation using disproportionate sample design is required?	BTL1	Remembering
12	Give a detailed account on behavioral and non behavioral observation techniques.	BTL2	Understanding
13	Analyze the merits and demerits of various probability sampling techniques.	BTL4	Analyzing
14	Describe the Probability and Non-Probability Sampling Methods.	BTL1	Remembering

Q.NO	UNIT III - PART C
1	In a large organization there have been an increasing number of strikes. You are required to find out the various causes of strikes: <ol style="list-style-type: none"> 1. What information needs to be collected? 2. Methodology and sampling procedure. 3. A suitable Questionnaire. 4. A few lines of starting and ending of your report.
2	Explain the principles of Wording, Stating how these are important in questionnaire design, citing a few examples.
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?
4	Suggest suitable methods of data collection by big business houses in recent times.

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.

Q.NO	UNIT IV Part – A	LEVEL	Competence
1	What you mean by Multivariate?	BTL1	Remembering
2	Explain what is meant by Factor Analysis?	BTL2	Understanding
3	Construct a Dummy Variable?	BTL3	Applying
4	Point out the meaning of Univariate analysis.	BTL4	Analyzing
5	Write it as Describe about the concept of Data Coding.	BTL5	Evaluating
6	Illustrate the research uses of Multiple Regression.	BTL6	Creating
7	What is meant by Exploratory variable?	BTL1	Remembering
8	What is meant by Multiple Regressions?	BTL2	Understanding
9	How would you use the Criterion Variable?	BTL3	Applying
10	Distinguish between Observable & Latent variable?	BTL4	Analyzing
11	Summarize about Acceptance Region and Rejection Region.	BTL5	Evaluating
12	Formulate the application of statistical software for data analysis.	BTL6	Creating
13	What is MDS?	BTL1	Remembering
14	Explain the concepts of Multicollinearity?	BTL2	Understanding
15	Relate the meaning of One-tail Test and Two-Tail Test.	BTL3	Applying
16	Distinguish between Multiple regression analysis and multiple discriminant analysis.	BTL4	Analyzing
17	Define Bivariate Analysis.	BTL1	Remembering
18	State the formula for Pearson's Rank correlation.	BTL2	Understanding
19	How to handle 'don't know responses' in tabulation?	BTL1	Remembering
20	What is meant by SPSS?	BTL1	Remembering

Q.NO	UNIT IV - Part - B	LEVEL	Competence
1	Identify how the data is processed? Explain in detail. Give its advantages.	BTL1	Remembering
2	Describe the various types of analysis of data and state the assumptions made and significance of it.	BTL2	Understanding
3	Sketch the purpose of using Descriptive Analysis.	BTL3	Applying
4	Write short note on (i) Chi-Square. (ii) Multi-collinearity. (iii) Coefficient of Variation.	(3) (3) (3)	BTL4 Analyzing

	(iv)	Analysis of Variance (ANOVA).	(4)		
5		Explain the various types of Analysis of Data pointing out the assumptions and significance of each.		BTL5	Evaluating
6		Statistical software is useful for data analysis – Justify.		BTL6	Creating
7		List the steps in Cluster Analysis.		BTL1	Remembering
8		Discuss in detail the steps used in ANOVA.		BTL2	Understanding
9		Construct the purpose and basic principles of Factor Analysis. How do you interpret the results of Factor Analysis?		BTL 3	Applying
10		How are factor loadings, eigen values, screeplot, cumulative % of variance explained interpreted in factor analysis? You can make necessary assumptions.		BTL4	Analyzing
11		What are the various statistical techniques used in research?		BTL1	Remembering
12		Analyze the objective, process and application of Multiple Regression and Correlation Analysis to solve research Problems.		BTL2	Understanding
13		Illustrate the applications of factor analysis.		BTL4	Analyzing
14		Explain the factors of SPSS with its Features?		BTL1	Remembering

Q.NO	UNIT IV - PART C																																												
1	A Tax consultant wonders whether he should be more selective about the class of clients he serves so as to maximize 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 charged them. Since many particulars in respect of the clients vary(number of dependents, deductibles, etc.,) irrespective of the category they belong to, he would like an appropriate analysis to be done to see which among the four categories of clientele he should choose to continue to service in the future. What kind of analysis should be done in the above case and why? Justify.																																												
2	“The procedure of testing hypothesis requires a research to adopt several steps”. Describe in brief all such steps.																																												
3	<p>The table below presents the ranks which were assigned by three judges to the works of ten artists:</p> <table><tr><th>SNO</th><th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th></tr><tr><td>Judge A</td><td>5</td><td>7</td><td>4</td><td>1</td><td>3</td><td>2</td><td>9</td><td>8</td><td>10</td><td>6</td></tr><tr><td>Judge B</td><td>4</td><td>8</td><td>3</td><td>2</td><td>7</td><td>1</td><td>10</td><td>6</td><td>9</td><td>5</td></tr><tr><td>Judge C</td><td>8</td><td>6</td><td>2</td><td>10</td><td>4</td><td>1</td><td>3</td><td>9</td><td>5</td><td>7</td></tr></table> <p>Compute the Spearman's Rank order correlation coefficient for each pair of ranking and decide.</p> <p>Which two judges are most alike in their opinions about these artists?</p> <p>Which two judges are different in their opinions about their artists?</p>	SNO	1	2	3	4	5	6	7	8	9	10	Judge A	5	7	4	1	3	2	9	8	10	6	Judge B	4	8	3	2	7	1	10	6	9	5	Judge C	8	6	2	10	4	1	3	9	5	7
SNO	1	2	3	4	5	6	7	8	9	10																																			
Judge A	5	7	4	1	3	2	9	8	10	6																																			
Judge B	4	8	3	2	7	1	10	6	9	5																																			
Judge C	8	6	2	10	4	1	3	9	5	7																																			

4	Distinguish between correlation and regression with the help of an example.
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UNIT V REPORT DESIGN, WRITING AND ETHICS IN 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.

Q.NO	UNIT V - Part - A	LEVEL	Competence
1	Define research report.	BTL1	Remembering
2	What is the main idea of preparing a report?	BTL2	Understanding
3	Relate any four features of a good Research Report.	BTL3	Applying
4	Analyze the meaning of "Research Proposal".	BTL4	Analyzing
5	How do findings differ from conclusions in Research Report?	BTL5	Evaluating
6	Explain the ethics in research.	BTL6	Creating
7	What are the different types of Research Reports?	BTL1	Remembering
8	Discuss "Synopsis".	BTL2	Understanding
9	Interpret the term "Referencing".	BTL3	Applying
10	Explain the meaning of Interpretation.	BTL4	Analyzing
11	Assess the difference between subjectivity and objectivity.	BTL5	Evaluating
12	Construct a part of executive summary.	BTL6	Creating
13	Define Bibliography and footnotes.	BTL1	Remembering
14	Interpret the term "pace" in research report.	BTL2	Understanding
15	Analyse the need for effective documentation.	BTL3	Applying
16	Compare oral presentation with written presentation.	BTL4	Analyzing
17	How do you overcome subjectivity in Research?	BTL1	Remembering
18	What is meant by Ethical Dilemma?	BTL2	Understanding
19	What are perfactory items?	BTL1	Remembering
20	What is meant by Glossary?	BTL1	Remembering

Q.NO	UNIT V - Part - B	LEVEL	Competence
1	Elaborate the significance of report writing.	BTL1	Remembering
2	Define the report writing and what are the steps involved in Report writing?	BTL2	Understanding
3	Demonstrate the components of Research Report. How would you do final proof reading? Explain.	BTL3	Applying
4	What are the main components that should be taken into account in the mechanisms of thesis writing?	BTL4	Analyzing

5	Research reports often contain statistical materials of great importance that are presented poorly. Discuss ways to improve statistical presentations.	BTL5	Evaluating
6	Formulate the features to be adopted while writing a technical research report.	BTL6	Creating
7	Examine the ethical issues involved in Research. Explain in Detail.	BTL1	Remembering
8	Explain briefly the various elements included in a research report.	BTL2	Understanding
9	Describe the research ethics by emphasizing on Ethical treatment of respondents and subjects, Ethics and the client, researchers and team members.	BTL 3	Applying
10	Explain the application of Graphic Technique in the preparation of a Research report.	BTL4	Analyzing
11	Explain the structure and characteristics of a research report in detail.	BTL1	Remembering
12	Contrast the precautions in writing a Research Report.	BTL2	Understanding
13	Categorize the importance of objectivity in writing a Marketing/Finance/ Human Resource Research Report.	BTL4	Analyzing
14	Write short notes on Bibliography and its importance in context of Research Report.	BTL1	Remembering

Q.NO	UNIT V - PART C
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?
2	Discuss in detail the steps that a researcher needs to follow to formulate a good research report. Do the criteria become different for different kinds of reports? Explain with examples.
3	Explain the meaning, source identification and purpose of research questions problems and objectives in the field of management research.
4	Visual representations of results are best understood by a reader thus special care must be taken for this formulation. Examine the truth of this statement by giving suitable examples.