

## **QUESTION BANK**

#### Course code: 104 GC

#### **Course Name: Business Research Methods**

Sr. No	Question Type	Question	
1	REMEMBERING	1) Define Research	2
	(Define / Duplicate /	2) Define Business Research	
	/ List / Memorize / /	3) What is Fundamental Research?	
	<b>Repeat</b> / State)	4) What is applied research?	
		5) List features of good research	
		6) Write any two characteristics of scientific research	
		7) What is investigation question?	
		8) What is measurement question?	
		9) Write any two applications of business research	
		10) Write any two qualities of good research.	
		11) State any two principles of research ethics	
		12) List the stages of research process.	
		13) Mention any two methods of descriptive research design	
		14) Define exploratory research design.	
		15) Define Research Design	
		16) What is Exploratory Research Design?	
	/	17) What is Descriptive Research Design?	
		18) What is Experimental Research Design?	
		19) List the features of good research design.	
		20) Memorise types of research design.	
		21) Define null hypothesis with example.	
		22) What is cross sectional research design?	
		23) What is longitudinal research design?	
		24) Define dependent and independent variable	
		25) Define concomitant variable	
		26) Define extraneous variable	
		27) Define hypothesis with example	
		28) Write types of hypothesis	
		29) Mention ways of experimental research design	
		30) Write any two conditions for good hypothesis.	
		31) Define measurement with example	
		32) Define scaling with example	
		33) Define primary data with example	
		34) Define secondary data with example	
		35) Enumerate the types of measurement scale	
		36) List the properties of scaling	
		37) State nominal scale with example	
		38) State ordinal scale with example	
		39) State interval scale with example	
		40) State ratio scale with example	
		41) What is reliability?	



		42) What is validity in research?	
		43) State sources of primary data	
		44) Mention sources of secondary data	
		45) List any two rating scales	
		46) Write 5 point Likert scale for satisfaction	
		47) State 7 point Likert scale for agreeableness	
		48) Mention different methods of survey	
		10) Define sample	
		50) Define consus with example	
		50) Define probability sampling	
		52) Define non probability sampling	
		52) State types of sampling	
		53) State types of sampling	
		55) Montion types of probability compliance	
		55) Menuon types of non-probability sampling	
		50) Define sampling effor	
		57) Write the source of sampling error	
		50) Define compline from a	
		(0) Define compute	
		(1) What is Type Lamon	
		61) what is Type Leffor	
		62) What is Type II error?	
		63) Mention Univariate analysis tools	
-		$\frac{1}{10000000000000000000000000000000000$	_
2	UNDERSTANDING	1) Describe the role of ethics in research.	5
	(Classify / Describe	<ol> <li>Discuss the need of research in modern era.</li> <li>Evaluate the set of research in different field of research to the set of the set of</li></ol>	
	/ Discuss / Explain /	<ul> <li>5) Explain the role of research in different field of management.</li> <li>4) Eleborate the grades of hereiners are seen.</li> </ul>	
	Identify / Locate /	<ul> <li>4) Elaborate the process of business research.</li> <li>5) Leasts the minimized of existing research.</li> </ul>	
	Recognize / Repeat	5) Locate the principles of scientific research.	
	/ Select / Translate)	6) Identify limitations of research. 7) $W'_{1}$ (1) (1) (1) (1) (1) (1) (1) (1) (1) (1)	
		/) what is research hypothesis? Explain the types of research	
		8) Describe in detail ethical norms to be followed during the	
		research process. $(1 + 1)^{-1}$	
		9) Explain in brief process of test of hypothesis	
		10) Explain different types of research design	
		1) Explain the term hypothesis with example	
		12) Explain exploratory research design	
		13) Explain descriptive research design	
		14) Explain causal research design	
		15) Explain the concept measurement and scaling with example.	
		16) Explain in detail any two rating scale in detail	
		1/) what are the scientific differences between nominal, ordinal,	
		Interval, and ratio scale?	
		18) Explain any three sources of secondary data in detail.	
		19) Compare and contrast In-depth Interview with focus groups.	
		20) what are the advantages of internet-based questionnaires from	
		personal interviewing?	



		21) Differentiate between Nominal & interval scale with example.	
		22) Define research design. Explain Conclusive research design.	
		23) Define research design. Explain types of research design	
		24) What are the requirements of a good questionnaire? Give reasons.	
		25) Which are the most commonly used measurement scales Explain	
		nomial scale in detail.	
		26) Differentiate between Nominal & internal scale with example.	
		27) What is sampling? What are the essential of a good sample?	
		28) Discuss the process of sampling design	
		29) In what types of situations conducting a census method is more	
		appropriate than sampling? When is sampling more appropriate	
		than taking a census?	
		30) Explain the concept of sampling error	
		31) Explain the concept of non-sampling error	
		32) Discuss the types of probability sampling	
		33) Describe non-probability sampling	
		34) Describe in brief sketch of research report	
3	APPI VINC	1) Examine how business research can be used in Marketing	10
5		2) Pune IT hub is facing a problem of traffic jam at many places	10
	Implement/Solve/	during the office hours. A cademic researcher is interested to carry	
	Lise / Demonstrate/	out research. His research guide advised him to use triangulation	
	Interpret / Operate /	in his research	
	Schodulo / Skotch)	Now define research question and objectives for the above	
	Scheune / Sketch)	situation	
		3) Prenare Research proposal to know the opinion of Indians	
		regarding impact of elimination of Rs 2000 currency note from Indian	
		economy on day to day working. Consider necessary assumptions	
		4) A leading smart watch manufacturing company wanted to know	
		current perception of consumers vis-a-vis other competitor brands	
		$\Delta$ lso, they wanted to know important factors while nurchasing a smart	
		watch	
		waten.	
		You have a responsibility to carry out research. Prepare a research	
		nronosal for the same	
		5) Develop a questionnaire to determine how households plan to buy	
		and use major appliances. This questionnaire is to be used in national	
		wide study	
		6) Prepare a research proposal on Pune based households about their	
		interest in home gardening	
		7) Suggest suitable sample design for identifying the pricing strategy	
		used by FMCG product company	
		active of a mount of the product of	
		8) What kind of sampling scheme you will select in each of the	
		following situations and give reasons.	
		i) An all-India survey to find out the profile of households who	
		has more than one television set.	
L	1		



ii) A survey of food habits of working females visiting fitness centers
9) You have been assigned the task of identifying various problems Punkers faced due Metro construction work and to understand their opinion regarding Pune Metro.
Draft a questionnaire using various scales for the above study.
10) Indicate whether the following measures use a nominal, ordinal, interval, or ratio scale:
<ul> <li>i) Prices on the stock market</li> <li>ii) Marital status, classified as "married" or "never married."</li> <li>iii) A yes/no question asking whether a respondent has ever been unemployed.</li> <li>iv) Professorial rank: assistant professor, associate professor, or professor</li> <li>v) Grades: A, B, C, D, or F</li> </ul>
11) Develop a questionnaire for collecting perception on swatch Bharat Abhiyan form your society members.
12) Prepare a hypothesis (null & alternative) for the following situations.
<ul> <li>i) Researcher wants to understand whether income is associated with qualification.</li> <li>ii) The company wants to understand the impact of Covid 19 on attention rate.</li> <li>iii) Researcher is interested in whether gender wise preference of product changed.</li> <li>iv) The company considers that more than 60% of customers are satisfied with their services.</li> </ul>
IT industry experts feel that there is high level of job burnout among the KPO employees.
13) Your company is concerned about the production and marketing of T-shirts. The company wants to introduce a new range of sportswear as per the needs and expectations of young college students and sportsperson.
Draft a suitable questionnaire for the above research.



		14) Identi being used	fy the type of s d in each of the	cale (Nominal, Ordin following. Justify yo	al, Interval, or Ratio) our answer.		
		i) I enjoy reading.					
		Strongly Strongly	Disagree	Neither Agree	Agree		
		Disagree		nor disagree			
		1	2	3	4 5		
		ii) Ag	ge	-			
		iii) Ho	ow often do you 1. 1-2 ti 2. 3-4 ti 3. 5-6 ti 4. Daily	u read? mes in a week mes in a week mes in a week			
		<ul> <li>4. Dany</li> <li>5. Not at all</li> <li>iv) What do you choose to read? (multiple selection is possible)</li> <li>1. Print book</li> <li>2. E-book</li> </ul>					
			<ol> <li>Magazine</li> <li>Newspape</li> <li>Websites</li> <li>Other</li> </ol>	ers			
		V) PA 15) Sugge Frame, Sa for the fol	est the sampling mpling Unit, S lowing situatio	g design plan (Specify ampling Element and n:	Population, Sampling method of sampling)		
		A departm	nent store that wastomers	vishes to examine wh	ether it is losing or		
4	ANALYSING (Differentiate /	1) Di	fferentiate bet search	ween qualitative R	esearch & quantitative	10	
	Organise / Relate / Compare / Contrast /	2) W	hat is of mo ndamental, or a	re value to the co pplied research? Just	orporate world—basic, ify your reasoning.		
	distinguish / Examine / Experiment /	3) Co 4) Di	ompare and con fferentiate betw	trast primary and sec veen exploratory rese	ondary data. arch and descriptive		
	question / test)	5) Co	ompare and mpling	contrast probability	and non-probability		
		6) Di 7) As are rap	therentiate between the set of th	of a student club in a some problems amon such as unplant	nd non-sampling error a business college, you ng students are rising ned classroom sitting		
		aff	angements, clo	be proximity of stud			



		<ul> <li>not properly attired, not participating in club activities, smart phone use in classroom, and vandalism are contributing to their low academic performance.</li> <li>Your club has decided to conduct mini research to address the problems within a period of next three months. Assume that you are heading the student team to conduct this research. How would you analyze this situation and define and identify the following issues as a guide in conducting your research?</li> <li>a) Define the research problem for this study.</li> <li>b) State any three hypotheses</li> </ul>	
		decided to make a foray into small passenger transport vehicles. Their product development team has developed an MUV (Multi Utility Vehicle) with 7 seats and 8 seats configuration. They found that MUVs like Toyota Innova, GM Tavera and many more other models from Mahindra and Tata Motors are doing good business in India. The company outsourced the research to find out the market potential for MUV in India to Market Research Group (MRG). MRG conducted sample market studies in Salem in Tamilnadu and Gorakhpur in Uttar Pradesh. They submitted a market potential report to Ashok Leyland, which suggested that there is good potential in the market for MUV. Based on the research report, the company launched the MUV Stile with technological collaboration with Nissan India Ltd. This product is like Nissan Evalia. In May 2015 Ashok Leyland took a decision to withdraw Stile due to weak sales. Questions: i) Was the research done by MRG scientific? ii) What were the limitations in the research methodology?	
		<ul><li>iii) What could have been appropriate research method?</li><li>9)</li></ul>	
5	EVALUATING (Appraise / Argue / Defend / Select / Support / Value / Critique / Weigh)	<ol> <li>The research process involves a series of interrelated and intricate steps.' Does every research study necessarily need to satisfy all the conditions and be carried out in this sequence? Explain.</li> <li>Evaluate the following statements of business research problems. For each provide a decision statement and corresponding research objectives:</li> </ol>	10
		<ul> <li>i) In employees' credit union: Our problem is to determine the reasons why employees join the credit union, determine members' awareness of credit union services, and measure attitudes and beliefs about how effectively the credit union is operated.</li> </ul>	



<ul> <li>ii) The product The program improve of improve of iii) A soft-dr. not know competitor iv) You have organizate who volue 3) List and set their relative</li> </ul>	ucer of a te ram's ratings our ratings ink manufa if our b ors' bottler been hir ion to lear nteer to be rutinize an merits and	elevision ngs are 1 acturer: 7 ottlers a s are with ed by a n how th come Big y four not	show: We ow. We The marke re more so them. local Big ey can ind g Brothers n - probab ks.	e have a maneed to le eting probles atisfied verse of a statisfied verse of a statisfied verse of a statisfied to father the statistic statistics of a statistic statistic statistic statistics of a statistic statistic statistic statistics of a statistic statistic statistics of a statistic statistic statistics of a statistic statistic statistics of a statistic statistic statistic statistic statistics of a statistic statistic statistics of a statistic statistic statistic statistics of a statistic statistic statistic statistics of a statistic statistic statistics of a statistic statistic statistics of a statistic statistic statistic statistic statistic statistics of a statistic statistic statistics of a statistic statistic statistic statistic statistic stati	arketing p earn how em is tha vith us the and Big number c ess boys. ling metho	roblem. we can t we do han our Sisters of males ods with
4) "Vijay Auto lost market sh regain its marl its failure in th Auto.	o" one of t are to its c ket share, t ne market.	he leadin ompetito he comp You are	g automol r Hero Ho any plans appointed	bile compa onda in the to find out as researc	anies in In late 1990 t the reaso h to M/s V	dia, 's. To on for Vijay
Questions:						
<ul> <li>i) What the answer</li> <li>ii) State the data.</li> </ul>	type of reso r with reas he sources	earch des ons. through	ign would which Vij	l you prefe ay Auto ca d to bo use	er? Supportan obtain	rt your primary
cases with just	tification.	te sampli	ng metno	d to be use	a in 10110	wing
<ul> <li>i) A stud various</li> <li>ii) A natio prefere</li> <li>iii) A stud service</li> <li>iv) A surv determ scheme</li> </ul>	y to find o s income g onal chain ence. y to deterr e offered b rey of hous nine numbe e.	ut the hor groups. store was nine the o y ABC re scholds in er of eligi	usehold ex nts to dete consumer etail store. a particu ble youth	xpenditure ermine con reactions r lar village s for new g	on clothi sumer related to with resp gram panc	ng by the new ect to chayat
6) Draw histog	gram for th	ne follow	ing also fi	nd mode f	rom the g	raph.
Salary '000 in Rs.	30-40	40-50	50-60	60-70	70-80	80- 90
No. of Employees	20	30	65	115	80	60



7) The demand for a particular spare part in factory was found to vary from day to day. In sample study the following information was contained.

Day	Mo	Tues	Wed	Thurs	Fri	Sat
	n					
Demand	112 4	1125	1110	1120	1126	1115

Prepare the hypothesis and interpret whether the number of parts demanded are independent of the days of the week. Given chi square calculate = 0.179 chi square at 0.05 (5df) table value = 11.07 comment on whether hypothesis is accepted or rejected with justification.

8) A company that manufactures chocolate bars is particularly concerned that the mean weight of a chocolate bar not be greater than 100 gm ounces. Past experience allows you to assume that the standard deviation is 5 gm. A sample of 60 chocolate bars is selected, and the sample mean is 102 gm. Using the 0.01 level of significance, is there evidence that the population mean weight of the chocolate bars is greater than 100 gm?

Calculated Value= 3.84

Tabulated Value = 2.04

 Following is the data related to supporting a particular party and geographical area.

Table Observed frequencies

	Supp orted	Not supported	TOTAL
Urban	50	30	80
Rural	90	100	190
TOTAL	140	130	270

Check is there any association between supporting a particular political party and area.

Calculated Value= 5.16

Critical Value= 3.84

 Following is the data related to attendance in a class. Use chi square test to know is there any association between Gender and Absenteeism.



				Rove	Cirls		
				DUys	GIIIS		
			Present	20	30		
			1 i esent	20	50		
			Absent	45	50		
			Absent	ч.)	50		
						J	
		Calculated Valu	ue =6.85				
			uc 0.05				
		Critical Value	= 3 84				
			5.01				
		11) You are the ma	mager of a res	staurant f	hat delive	rs pizza to college	
		dormitory rooms. Y	You have just	changed	vour deliv	verv process in an	
		effort to reduce the	mean time b	etween th	ne order ar	d completion of	
		delivery from the c	urrent 25 mir	utes. Fro	m past ex	perience, you can	
		assume that the pop	pulation stand	lard devia	ation is 6 r	ninutes. A sample	
		of 36 orders using	the new deliv	ery proce	ess yields a	a sample mean of	
		22.4 minutes. At th	e 0.05 level o	of signific	cance, is th	here evidence that	
		the population mea	n delivery tin	ne has be	en reduce	d below the	
		previous population	n mean value	of 25 mi	nutes?		
		Frame null and alte	ernative hypo	hesis and	l interpret	the result.	
6	CREATING	1) Research is cruc	ial to improv	e treatme	nt, surviva	al and quality of	10
	(Design / Assemble /	life for children wi	th cancer. Yo	ur compa	iny is plan	ning to conduct	
	Construct /	research for such c	hildren in thr	e phases			
	Conjuncture /	As a researcher for	mulate the et	nical stan	dards that	need to be	
	Develop / formulate /	addressed during th	nis process re	ated to th	ne recruitn	nent of children	
	Author / Investigate)	with cancer for res	earch.	1		···· · · · · · · · · · · · · · · · · ·	
		2) Use different att	itude scales to	o draft a d	questionna	ire on the effect of	
		entrepreneursnip ed	ucation prog	rams on	the develo	pment of	
		2) Eromo both the r	ention.	tornativo	humothag	is for the following	
		5) Frame boun the r	iun and the a	liemative	rypotnes	is for the following	
		$1  \Delta \text{ sports coach is}$	investigation	the imp	act of a no	w training method	
		on his team's perfo	rmance	s ine mip	act of a lit	w training method	
		RULLING INVELLENTING					
		$2 \Delta$ college profes	sor is investi	ating the	impact of	fonline teaching	
		2. A college profes	sor is investig	gating the	e impact of	f online teaching	
		2. A college profes on students' educat 3. The Food and D	sor is investig ional achieve	gating the ments.	e impact of	f online teaching	
	Develop / formulate / Author / Investigate)	addressed during the with cancer for rese 2) Use different att entrepreneurship ec entrepreneurial inter 3) Frame both the research topics: 1. A sports coach is on his team's performance.	nis process re- earch. itude scales to ducation prog ention. null and the a s investigating	ated to the draft a contract of the draft of the dra	ne recruitin questionna the develo hypothes act of a ne	hent of children hire on the effect of pment of is for the following ew training method	



4 c fi	) Prepare five appropriate hypotheses in research to understand the sustomer satisfaction with respect to services provided by Zomato - bood Delivery Company with the help of following variables:
	<ul> <li>i) Demographic factors</li> <li>ii) Charges</li> <li>iii) offers</li> <li>iv) Timely delivery</li> <li>v) Mobile App</li> </ul>
5 n n o y N	(i) GreenSmart is India's first and leading all-electric ride-hailing nobility service provider competing with Ola and Uber. Company is now operating in Delhi and Bangloru cities and have plan to expand in other metro cities in India. For this reason, the company approached you to do a research project to understand the potential market in Mumbai and Pune City.
Y 6 0 7 a n 1 t 1 1 5 9 F f 1 1 c	You are advised to draft a research proposal for the same. b) Draft a research proposal for the research to study the effectiveness of various services provided by Airline Company. c) A leading software services company representative has pproached you as a researcher. The task before you are to access the teed for software products that will be accepted readily in the market. The company has not looked at software products and has no idea of the industry demand. Draft a research proposal to identify the industrial segment and the ype of software products that the company can consider nanufacturing. b) You have to conduct a survey of Indian about their opinion, egarding a recent statement of N.R. Narayana Murty, cofounder of nfosys " our youngsters must say, 'this is my country, I'd like to york 70 hours a week''', You are advised to prepare a questionnaire for the same. b) Draft the sampling design plan (Specify Population, Sampling Frame, Sampling Unit, Sampling Element and method of sampling) or the following situation: Co study need for and importance of public transport system in your ity