



RESEARCH METHODOLOGY

PAPER CODE C11, SEM 5

SHORT ANSWER TYPE OF QUESTION (3 MARKS)

1. What is the nature and scope of research?
2. Discuss the role of research in decision-making.
3. Provide examples of applications of business research.
4. Outline the steps in the research process.
5. What is a research proposal and why is it important?
6. Differentiate between a management decision problem and a marketing research problem.
7. What are the three types of research designs?
8. Explain the concept of exploratory research.
9. Define descriptive research and provide examples.
10. What is causal validity in experimentation?
11. Discuss internal validity and external validity in research.
12. Name and describe two sampling techniques.
13. What are the types of sampling?
14. Explain the uses and importance of sampling in research.
15. Discuss the limitations of sampling.
16. Compare survey and observation as methods of primary data collection.
17. Differentiate between self-administered, telephone, mail, and email techniques.
18. What are qualitative research tools? Give examples.
19. Describe depth interviews, focus groups, and projective techniques.
20. What are the primary scales of measurement?

LONG ANSWER TYPE OF QUESTION (15 MARKS)

1. Discuss the nature of research and its significance in various fields.
2. b. Explain the scope of research and its applicability in decision-making and problem-solving processes.
3. c. Provide examples of the role of research in different industries and sectors.
4. Outline the steps involved in the research process from problem identification to report writing.
5. b. Discuss the importance of each step in ensuring the validity and reliability of research findings.
6. c. Explain how the research proposal is developed and its components.
7. Define the concept of a management decision problem and provide examples.



8. b. Differentiate between a management decision problem and a marketing research problem.
9. c. Discuss the importance of clearly defining research problems and objectives in the problem formulation stage.
10. Explain the concept of research design and its role in guiding the research process.
11. b. Discuss the characteristics and objectives of exploratory, descriptive, and causal research designs. c. Evaluate the importance of internal validity and external validity in experimental research.
12. Describe different sampling techniques and their suitability for various research scenarios.
13. b. Explain the types of sampling and their respective uses, importance, and limitations.
14. c. Discuss the potential biases and errors that can arise in sampling and how researchers can mitigate them.
15. Compare and contrast primary data collection methods, such as surveys and observations.
16. b. Analyze the advantages and disadvantages of self-administered, telephone, mail, and email techniques.
17. c. Discuss the use of qualitative research tools, including depth interviews, focus groups, and projective techniques.
18. Define primary scales of measurement and explain their significance in research.
19. b. Discuss the sources of secondary data and the advantages and disadvantages of using secondary data in research.
20. c. Outline the criteria for evaluating secondary sources and ensuring their reliability and validity.
21. Explain the methods of data analysis, including ANOVA (One-Way & Two-Way) and Chi-square test (goodness of Fit).
22. b. Describe multivariate data analysis techniques, such as Factor Analysis (Principal Component Analysis) and Discriminant Analysis.
23. c. Discuss the applications of these data analysis techniques in research and decision-making processes.