



# MUTHAYAMMAL ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi, Accredited by NAAC & Affiliated to Anna University)



Rasipuram - 637 408, Namakkal Dist., Tamil Nadu

## DEPARTMENT OF MANAGEMENT STUDIES

### QUESTION BANK

#### 19MBB07 RESEARCH METHODS

#### UNIT-I

##### 2 MARKS

1. Define Business Research
2. Define Research
3. What do you mean by Research Process?
4. What is Applied Research?
5. What is Descriptive Research?
6. What is Casual Research?
7. What is Empirical Research?
8. What is Cross Sectional research?
9. What is time series research?
10. What is Research Design?

##### 13 MARKS

1. Briefly explain the different steps involved in a research process
2. Briefly explain the techniques involved in defining a research problem with an example
3. What is Experimental research design? Where can experimental research design can be used? Give examples for your answer.
4. Explain the various types of research with appropriate illustrative problems
5. Describe the different types of Research designs with relevant research problems

#### UNIT-II

##### 2 MARKS

1. What do you meant by Primary data?
2. Define data collection.
3. What do you meant by Secondary data?
4. What is questionnaire?

5. What is Proposition?
6. What is Hypothesis?
7. Define Sample
8. What is Sampling Plan?
9. What do you mean by sample size?
10. What do you mean by Non-Probability sampling?

**13 MARKS**

1. Write down a procedure for hypothesis testing.
2. Discuss the methods of data collection by big business houses in recent times
3. Distinguish Primary data and Secondary data
4. Differentiate Survey Vs Observation
5. Explain the guidelines for Questionnaire construction

**UNIT-III**

**2 MARKS**

1. What do you mean by data preparation?
2. What is data processing?
3. What is editing?
4. What do you mean by coding?
5. What is data entry?
6. What do you mean by data tabulation?
7. What do you mean by variable?
8. What do you mean by measurement?
9. What do you mean by scaling?
10. What is MDS?

**13 MARKS**

1. What is editing of data? Explain its essentials and stages of editing.
2. Explain the essentials and procedures of coding

3. Explain in detail about various classifications of data
4. What is Data entry? explain its alternative formats
5. Explain the validity of data

#### **UNIT-IV**

##### **2 MARKS**

1. What do you meant by Hypothesis?
2. What is the difference between Type I and Type II Error
3. What is clustering systems?
4. What do you meant by Measures of central tendency?
5. What do you meant by measurement of Dispersion?
6. What do you meant by measurement of skewness?
7. What do you meant by one way ANOVA?
8. What do you meant by two ways ANOVA?
9. What is Correlation?
10. What do you meant by Linear Correlation?

##### **13 MARKS**

1. Why is Hypothesis required in research? What are the different types of Hypothesis?  
Give Examples
2. Discuss the bi variant data analysis procedure
3. Explain the steps in cluster analysis
4. Write a short note on application of statistical software for data analysis
5. Discuss the various types of analysis of data pointing out the assumptions and significance of each

#### **UNIT-V**

##### **2 MARKS**

1. Define report
2. What do you meant by research report?
3. What are the characteristics of good research report?
4. What is technical report?
5. What are the contents of report?
6. List the layout of research report
7. What are the steps in report writing?
8. What are the types of report?
9. What are the precautions for writing report?

10. State the mechanics for writing report

**13 MARKS**

1. i) Describe the various types of research report  
ii) Explain the contents of research report
2. i) Enumerate the frameworks for research report  
ii) Explain the contents of research report in detail
3. i) Discuss the various principles in Ethical Research  
ii) Explain the significance of a research report and narrate the various steps involved in writing such a report
4. Explain the techniques and importance of Oral presentation of research findings
5. What points will you keep in mind while preparing a research report? Explain.