DR. MPS MEMORIAL COLLEGE OF BUSINESS STUDIES, SIKANDRA, AGRA

BBA 4th Semester Question Bank

Subject: Research Methodology

SHORT ANSWERS

1. What is research methodology?
2. What are different secondary data sources? Give examples
3. Differentiate between hypothesis and proposition.
4. What is the importance of review of literature in research?
5. What is difference between management and research problem?
6. What are different types of probability sampling? Give examples.
7. Discuss steps in editing of data? h) What are type 1 and type II errors?
8. Discuss characteristics of good questionnaire.
9. What is exploratory research design?
10. write down the objectives of research
11. Differentiate between conceptual and empirical research.
12. Define nominal data.
13. Define ratio data
14. Observation method v/s survey method
15. define stratified sampling
16. Differentiate between academic research and applied research
17. What are the different source of experimental research.
18. What is sampling errors?
19. Differentiate between convenience and judgmental sampling.
20. List different types of experimental research designs.
21. What is review of literature? Discuss its role in research methodology?
22. Discuss noncomparative scaling techniques.
23. Differentiate between a questionnaire and a schedule.
24. What is cross tabulation?
25. Outline guidelines for evaluating the report.
26. Distinguish between research methods and research methodology.
27. Close ended questionnaire

LONG ANSWERS

1. Discuss process of research while highlighting the types of research.
2. Discuss the relationship between research problem and choice of research design. Differentiate between three types of research designs.
3. what do you understand by research problem? Also explains the different type of research.
4. Discuss in detail various types of research designs? What are the factors which influence the choice of research design?

5.What is significance of sampling in research? Discuss the different probability sampling techniques used in research.

6. Discuss the difference between probability and nonprobability sampling techniques. Discuss in detail various types of probability sampling techniques.

7. Highlight various methods used in selecting a sample from the population. Point out their merits and demerits.

8. Write short notes on following: a. Types of questionnaires b. Demerits of secondary data.

9. Enumerate the different methods of collecting primary data. Given at least one example each.

10. Discuss in detail the process of designing a questionnaire.

11. Differentiate between nominal, ordinal, interval and ratio scale. Which is best suited to measure attitude? Why? Give examples.

12. Data processing is an intermediary stage of work between data collection and data analysis. Explain the statement by enumerating the various operations involved in it.

13. What is meant by measurement? Explain the difference between Nominal, Ordinal and Interval Scales.

14. Describe the steps of preparing data for analysis.

15.What are the characteristics and functions of a research report? b) Give an account of the contents of a research report.

16. Discuss various types of research reports and how will you evaluate a research report?

17.What are the basis requirement of good research report.

18. What is the difference between editing and coding of data? Does a researcher need to perform both or one of the two before performing data analysis?