DEPARTMENT OF BUSINESS ADMINISTRATION

QUESTION BANK FOR BBA

RESEARCH METHODOLOGY

MODULE 1 (CO) (Bloom's Taxonomy Level)

SECTION A

1. Explain the term pure research.

2. Describe social research.

3. Explain historical research.

4. Define Basic research.

5. State the term exploratory research

6. Distinguish between Applied Research and Action Research.

7. State Qualitative Research.

8. Explain Focus Group in research.

9. Describe Management research.

10. What do understand by the term Ethnographic Research?

SECTION B

11. Explain the difference between Qualitative Research and Quantitative Research.

12. Explain the objectives of management research and compare it with social research and its objectives?

13.   Describe the objectives of Research.

14.   Summarize the steps in the Research Process.

15.   State the basic assumptions of Action Research.

16.   Elaborate the factors affecting research.

17.   Demonstrate the limitations of Descriptive Research.

18.   Determine the features of Exploratory Research.

SECTION C

19.   Explain the types of research.

20.   Describe the challenges faced by researchers? Explain the measures to speed up the

Research process.

21.   What is Research? Explain the process of Research.

22.   Discuss the factors affecting Management Research.

MODULE 2 (CO) (Bloom's Taxonomy Level)

SECTION A

1.   Explain the term Research Problem.

2.   Describe the term Pilot survey.

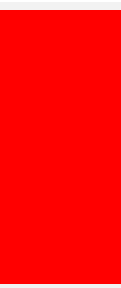3.   What is meant by T training?

4.   Define Literature

5.   Define Experience survey

6.   Outline the concept Research proposal?

7.   Explain the term population

8.   Describe E- Research

9.   State Sample frame

10.   Explain sample size.

SECTION B

11.   Elucidate the types of sample design

12.   Explain the types of population

13.   Describe the components of research problem

14.   Summarize the process of collecting sample.

15.   State the sources of Research problem.

16.   Differentiate between sample study and population study

17.   Explain the factors affecting Research proposal

18.   Explain the content of the research proposal.

SECTION C

19.   Explain the process of selection

20.   Discuss the types of Research problem?

21.   Explain the sources of Research problem

22.   Summarize the method rephrasing the research problem.

MODULE 3 (CO) (Bloom's Taxonomy Level)

SECTION A

1.   Define Research design

2.   Explain the term Variable

3.   Define Independent Variable

4.   Describe the term Dependent Variable.

5.   Discuss Extraneous Variables.

6.   Illustrate Research control.

7.   Explain Confounded relationship in Research

8.   State Research hypothesis.

9.   Discuss Statistical design.

10.   State overall Research design.

SECTION B

11.   Illustrate the features of a good research design.

12.   Explain the need for research design.

13.   Discuss the benefits and limitations of Research Design.

14.   Discuss the various stages of Research design.

15. Differentiate between Experimental and non-experimental hypothesis-testing research

16. Summarize two group simple randomized design.

17. Differentiate between Experimental and control groups.

18. Describe the advantages and limitations of Exploratory research design

SECTION C

19. Explain the techniques of Research design.

20. Research design in case of descriptive and diagnostic research studies. Comment

21. Discuss the advantages and limitations of various Research Design.

22. Explain Research design in case of exploratory research studies.

MODULE 4 (CO) (Blooms Taxonomy Level)

SECTION A

1.   Describe Observation Method

2.   Explain Interview Method

3.   Discuss Questionnaires

4.   State Schedule.

5.   Define group interview.

6.   Illustrate mailed questionnaire.

7.   Explain the term Enumerator.

8.   Define Research Data.

9.   State the term sample data.

10.   Explain data processing.

SECTION B

11.   Difference between questionnaires and schedules

12.   Explain the process of Data collection

13.   State the different types of primary data collection?

14.   Explain the types of Secondary data.

15.   Explain the process of data collection.

16.   Discuss the steps in collection of primary data.

17.   Differentiate between primary data and secondary data.

18.   Explain the factors influencing data collection.

SECTION C

19.   Discuss the advantages and disadvantages of primary data collection.

20.   Bring out clearly the salient features of data collection?

21.   Explain the types of online secondary data.

22.   Illustrate the types of questionnaire and its advantages and limitations

MODULE 5 (CO) (Blooms Taxonomy Level)

SECTION A

1.   Describe Interpretation

2.   State Report writing

3.   Illustrate technique of interpretation

4.   Discuss the precautions in interpretation

5.   Define rough draft

6.   State bibliography.

7.   Define second-hand quotations reference

8.   Outline the format of a Research Report.

9.   Explain footnotes.

10.   State the term Documentation style.

SECTION B

11.   Explain the significance of report writing

12.   Illustrate the types of Technical Report

13.   Describe oral presentation

14.   Discuss the types of Popular Report.

15.   Evaluate the style of writing a research report.

16.   Explain the precautions for writing research reports

17.   Explain the style of writing abbreviations.

18.   Discuss the importance of research report

SECTION C

19.   Explain the layout of the research report

20.   Discuss the content of Research report.

21.   Illustrate the types of Research report.

22.   Explain the method of writing research report.