Business research methods Question Bank SYBMS 2019

Paper pattern: -

Q1. Objectives (15 marks)

Q2. Full length questions (2 sets of 2 questions each. Attempt any one set)

Q3. Full length questions (2 sets of 2 questions each. Attempt any one set)

Q4. Full length questions (2 sets of 2 questions each. Attempt any one set)

Q5. Short notes (3 of 5)

Unit 1

1. Explain the objectives of research
2. What are the types of research (SN)?
3. Distinguish between qualitative vs quantitative research
4. Explain the research process
5. Explain the features of a good hypothesis
6. Explain the types of hypothesis
7. Explain the importance of research design
8. Explain the steps of research design
9. What is sampling and what is the need of the same
10. What are the characteristics of a good sample?
11. SN- Probabilistic and non-probabilistic sampling

Unit 2

1. What are the advantages of primary and secondary data?
2. Elaborate interview as a method of collecting data
3. What are the types of observational data collection methods?
4. What are the advantages and disadvantages of survey method of data collection?
5. What is the limitation of a questionnaire?
6. Explain the types of scales used in research (SN)
7. How can questionnaire be classified

Unit 3

1. Explain editing and tabulation of data
2. Explain types of data analysis techniques

3. What are the essentials of data interpretation?
4. Explain the significance of processing data
5. Multivariate techniques (SN)
6. Hypothesis testing (SN)
7. Null hypothesis vs alternate hypothesis
8. Chi Square test and significance (SN)
9. Significance of Z distribution

Unit 4

1. What are the functions of a report?
2. What are the essential of a good report?
3. How is a research report structured?
4. What are the various types of research reports?
5. Relevance of ethics and report writing
6. Plagiarism (SN)

Text books recommended

1. **Sheth Publications,**
2. **Vipul Publications**
3. **Manan prakashan**