

RM - Questions .

Q1. What is scientific method ^{Pg 514} of business research? What are its bases? Explain in detail the scope of business research in the area of Marketing or IT with eg's?

Q2. Explain the use of sampling ^[Sampling:] in social science research? What is quota ^{Pg 278} sampling? Is it related to stratified random sampling? Discuss the merits & demerits of stratified & quota sampling with business examples? ^{Pg 271}

Q3. Define sampling procedure ^{Pg 265-267}. Why is sampling required? ^{Pg 267} What are the types of sampling procedure? If you have to collect

data from all over Mumbai
how will you get the sample
& why?

Q4. Under what circumstances
= stratified random sampling
design is considered Pg 282
appropriate? How would you
Pg 292 select such a sample?
Explain with eg's. Explain
the difference b/w collecting
data through questionnaires
& schedules. x?

Q5. What do you mean by
Pg 211 sampling? Explain & distinguish
Pg 214 systematic sample & cluster
sampling methods. If
probability sampling is not
possible what other sampling
methods are used?

Pg 216
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Pg 292

✓ Q6. Discuss the sampling in research using eg's. How is sample size determined? Also discuss the ranking & rating scales used in data collection.

✓ Q7. What do you mean by sample design? Exp & dist stratified sampling & simple random sampling methods.
Pg 270
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✓ Q8. What do you mean by sample design? Exp & dist systematic sampling & cluster sampling methods.
Pg 271
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Research process/design :-

Q9. What are the scientific steps used in the formulation of a research problem?
Formulate the research prob in the broad area of "Foreign direct investment (FDI) in retail".

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Q10. Describe various steps involved in research process with eg's. Pg 117.

Q11. What are the salient features of research design? Pg 117

Q12. Exp the following terms in context of research design:

- 1) Extraneous variables
- 2) Confounded Relationship
- 3) Research hypothesis
- 4) Experimental & control grp.

5. Treatments.

Q13. What is research problem?

⇒ Explain with suitable eg's, issues which should receive the attention of researcher in formulation of the prob.

Pg 174-176.

✓ Q14. What is the meaning of measurement in research?

What diff does it make whether we measure in terms of a nominal scale, ordinal scale, interval scale, or ratio scale? eg's?

✓ Q15. What is research design?

Exp what do you understand by exploratory research, Pg 119.
descriptive research? Pg 121

Q16. What are the issues that one must consider before starting the research process? When is it appropriate to commence the research?

Q17. What issues are imp in presenting the research report?

✓ Pg 158-163
What are experimental designs? Discuss the types of experimental designs & exp the diff b/w them.

Q18. What is a questionnaire? State diff aspects you will consider while designing a questionnaire.

Pg 236.

Q19. What do you mean by
Res. Research? Briefly describe
the diff steps involved
in research process.

② What are the diff types
of research. State the
criteria of good research

③ What is a research prob?
Df = the main issues which
should receive the
attention of the researcher
in formulating the research
prob.

④ Exp the meaning of the
following in context of
Research design:

1. Extraneous Variable
2. Confounded relationship
3. Research hypothesis
4. Experimental & control grp.

Q20. Describe in brief, the layout of research report covering all relevant pts.

✓
Pg 347
- 351

Q21. Write a note on documentation in the context of research report.

Q22. Explain the need of research design.

✓
Pg 117
- 124. Describe the key concepts relating to research design?

or

Explain the meaning & significance of Research design. State features of a good design.

✓ Q23. What is research design
Pg 119. Exp what do you understand
by exploratory research,
-121
-122 descriptive research?

✓ Q24. What are the types
Pg 88 of variables? Exp with examples
what is hypothesis. Exp
in detail the types &
testing of hypothesis. Pg 103-105

✓ Q25. Define :-
a) Nominal scale Pg 185
b) Ordinal scale Pg 186
c) Interval scale Pg 187
d) Ratio scale Pg 189
e) Scalogram or Guttman
scale

Q26. How can we use data
Pg 250 ✓ collection method observation
in right research?