

ST. PHILOMENA'S COLLEGE (AUTONOMOUS), MYSORE

PG DEPARTMENT OF COMMERCE

QUESTION BANK (Revised Curriculum 2018-20)

SECOND YEAR- THIRD SEMESTER (2018-20 Batch)

Sub: Code-C0210

COURSE TITLE (PAPER TITLE): BUSINESS RESEARCH METHODOLOGY

QP Code: 53201

UNIT	Sl. No.	QUESTIONS	MARKS
1	1.	Write a note on Applied Vs. Fundamental research.	5
1	2.	Write a note on Quantitative Vs. Qualitative research.	5
1	3.	Write a note on Conceptual Vs. Empirical research.	5
1	4.	Write a note on longitudinal research with examples.	5
1	5.	What is scientific research?	5
1	6.	Write a note on review of literature.	5
1	7.	What is the role of computer in business research?	5
1	8.	Write a note on ethical issues related to business research.	5
2	9.	Write a note on focus group discussion.	5
2	10.	Define cross-sectional studies? Briefly explain.	5
2	11.	Define longitudinal studies? Briefly explain.	5
2	12.	Write a note on Extraneous variables.	5
2	13.	Briefly explain research hypothesis.	5
2	14.	Briefly describe the research design in case of exploratory research studies.	5
2	15.	Briefly explain the research design in case of descriptive and diagnostic research studies.	5
2	16.	Distinguish between convenience and purposive sampling.	5
2	17.	Distinguish between systematic and stratified sampling.	5
2	18.	Distinguish between cluster and stratified sampling.	5
2	19.	Under what circumstances would you recommend a stratified sample? Briefly explain.	5
2	20.	Under what circumstances would you recommend a cluster sample? Briefly explain.	5
2	21.	Write a note on systematic sampling.	5
2	22.	Briefly explain stratified sampling with example.	5
2	23.	Write a note on cluster sampling.	5
2	24.	Briefly explain multi stage sampling with example.	5
3	25.	Write short note on Pilot Study.	5
3	26.	Briefly explain Primary data collection.	5
3	27.	Briefly explain Secondary data collection.	5
3	28.	Write short note on attitude measurement.	5
3	29.	Write short note on observation method.	5
3	30.	Write short note on interview method of data collection.	5
3	31.	Write a note on test-retest reliability.	5
3	32.	Write a note on split-half reliability.	5

3	33.	Write a note on Cronbach alpha	5
3	34.	Write a note on content validity.	5
3	35.	Write a note on predictive validity.	5
3	36.	Briefly explain single item Vs multiple item scale with examples.	5
3	37.	Briefly explain Likert Scale with examples.	5
3	38.	Write a note on reliability.	5
3	39.	Write a note on validity.	5
3	40.	State primary data collection methods.	5
3	41.	State secondary data collection methods.	5
3	42.	Mention the types of measurement scale? Briefly explain.	5
3	43.	Describe nominal scale with examples.	5
3	44.	Describe ordinal scale with examples.	5
3	45.	Describe interval scale with examples.	5
3	46.	Describe ratio scale with examples.	5
3	47.	Distinguish between single item Vs multiple item scale.	5
3	48.	Distinguish between comparative Vs non-comparative scales.	5
3	49.	Write a note on semantic differential scale.	5
3	50.	Write a note on Likert scale.	5
3	51.	Briefly explain the measurement error.	5
3	52.	Briefly explain test-retest reliability.	5
3	53.	Briefly explain split-half reliability.	5
3	54.	Write a note on content validity.	5
4	55.	Write a note on concurrent validity.	5
4	56.	Write a note on predictive validity.	5
4	57.	Briefly explain open-ended questions with examples.	5
4	58.	Briefly explain close-ended questions with examples.	5
4	59.	Briefly explain the concept of data editing.	5
4	60.	Write a note on coding.	5
4	61.	Briefly explain Descriptive analysis.	5
4	62.	Briefly explain inferential analysis.	5
4	63.	Briefly explain univariate, bivariate and multivariate analysis in research.	5
4	64.	Briefly explain Null hypothesis with example.	5
4	65.	Briefly explain Alternative hypothesis with example.	5
4	66.	Write a note on type I and type II error.	5
4	67.	Write a note on level of significance in testing of hypotheses.	5
4	68.	Write a note on chi-square test.	5
4	69.	Write a note on correlation.	5
4	70.	Write a note on regression analysis.	5
4	71.	Write a note on ANOVA.	5
4	72.	Mention the importance of report writing.	5
4	73.	Distinguish between brief report and long report.	5

4	74.	Distinguish between technical and business report.	5
4	75.	Write a note on APA style of referencing with examples.	5
4	76.	Write a note on MLA style of referencing with examples.	5
4	77.	Write a note on CMS style of referencing with examples.	5
1	78.	Define research? Explain its significance in modern times.	10
1	79.	State what is a research problem? Give three examples to illustrate your answer.	10
1	80.	Describe the techniques of stating a research problem.	10
1	81.	Briefly explain the main issues which should receive the attention of the researcher in formulating the research problem. Give suitable examples to elucidate your points.	10
1	82.	Explain the necessity of defining a research problem?	10
1	83.	Describe the features of good research study.	10
1	84.	Write a comprehensive note on the task of defining a research problem.	10
1	85.	Briefly explain the research variables.	10
1	86.	Briefly explain the role of computers in research.	10
1	87.	Describe the ethical issues involved in research.	10
1	88.	How would you explain a research design? What are the significant elements of a research design? Illustrate with examples.	10
1	89.	Explain the meaning and significance of a research design.	10
2	90.	Give your understanding of a good research design. Is single research design suitable in all research studies? If not, why?	10
2	91.	Explain sample design? What points should be taken into consideration by a researcher in developing a sample design for a research project.	10
2	92.	Under what circumstances stratified random sampling design is considered appropriate? How would you select such sample? Explain by means of an example.	10
2	93.	Explain and illustrate the procedure of selecting a random sample.	10
2	94.	Why probability sampling is generally preferred in comparison to non-probability sampling? Explain the procedure of selecting a simple random sample.	10
2	95.	Briefly describe the different steps involved in a research process.	10
2	96.	Write the need of sampling. Discuss the various probability sample techniques by giving their merits and demerits.	10
2	97.	Explain the meanings of sample and sample design. Briefly discuss some popular sample designs used in research.	10
2	98.	Describe the meaning of sampling. Discuss different sampling methods.	10
2	99.	How do you distinguish between probability sampling and non-probability sampling?	10
2	100.	Differentiate between the stratified random sampling and systematic sampling.	10
2	101.	Explain the significance of the concept of standard error in a sampling analysis?	10
2	102.	Discuss any four sampling techniques with their relative merits and drawbacks.	10
2	103.	Briefly describe the different types of sampling techniques with examples.	10

2	104.	List the similarities and differences between the quota sampling and stratified sampling.	10
2	105.	Briefly explain systematic sample. How is it selected? Mention the advantages and disadvantages of systematic sample?	10
3	106.	Distinguish between secondary and primary methods of data collection. Is it possible to use secondary data methods as substitute of primary methods? Justify your answer with suitable illustrations.	10
3	107.	How can secondary data be classified? Elaborate on each type with suitable examples.	10
3	108.	Distinguish between internal and external sources of data collection. In what situations would you recommend the usage of one over the other?	10
3	109.	Distinguish between qualitative from Quantitative sources of data collection.	10
3	110.	Explain focus group discussions. Under what circumstances should they be used?	10
3	111.	Describe observation method? What are the different types of observation methods available to the researcher? Elaborate with suitable examples.	10
3	112.	Explain the interview method of data collection. What are the advancements that have been made in the technique? How has technology helped in the conduction of interviews?	10
3	113.	Distinguish between focus group discussions and personal interviews.	10
3	114.	Define attitude. Briefly explain the three components of attitude in measurement and scaling.	10
3	115.	Briefly explain the concepts of reliability and validity.	10
3	116.	Discuss the concept of scaling? Describe the various scaling techniques used in business research.	10
3	117.	Discuss the criteria of a sound questionnaire? How can one improve the quality of the instrument designed?	10
3	118.	Describe the procedure of questionnaire design.	10
3	119.	Briefly describe the criteria for question designing.	10
4	120.	Explain data editing.	10
4	121.	Explain coding with examples.	10
4	122.	Distinguish between descriptive and inferential analysis.	10
4	123.	Explain the steps involved in testing hypothesis.	10
4	124.	State the difference between parametric tests and non-parametric tests.	10
4	125.	State the advantages and disadvantages of non-parametric tests?	10
4	126.	Explain chi-square test.	10
4	127.	Explain correlation.	10
4	128.	Explain regression analysis.	10
4	129.	Explain the Analysis of Variance.	10
4	130.	Briefly explain the types of research reports.	10
4	131.	Briefly explain the report structure.	10
4	132.	Discuss the guidelines for effective documentation.	10
4	133.	Briefly explain the report writing.	10
4	134.	Briefly explain the guidelines for effectively presenting the research results through oral presentation.	10

4 135. Discuss the guidelines a researcher must follow for graphical and tabular representation of the research results? 10

3 136. **Online Booking-Has the time come?** 15

The day is not very far when the Indian travellers can criss-cross the globe with just a few clicks. Taking e-commerce and information technology services a step further, the Indian travel industry is composing itself to usher in the era of e-ticketing. Online booking involves pursuing of available information on travel websites and then making a reservation. However, if you are not the kind who prefers a particular airline, then you can check out travel sites, which collage flights details of all airlines, and are the apt place to book or bid for air tickets.

Travel portals, such as travelguru.com, arzo.com, yatra.com, makemytrip.com, and cleartrip.com, would provide you all details of flights along with their fares in an ascending order, i.e., the lowest priced; ticket is featured first, on its web page. The number of consumers who book travel tickets online is growing. But a switch from offline environment to online environment creates certain doubts in the minds of consumers. Such doubts have been termed as perceived risks in literature. Also, the internet revolution has brought about significant changes in market transparency, defined as the availability and accessibility of information to market participants. For example, air travellers can use online travel agencies to browse through hundreds of travel offers to their destination, compared to typically few offers from a traditional travel agent or airline prior to the internet era. Generally, market transparency seems to benefit consumers because they are able to better discern the product that best fits their needs at a better price.

However, there still is a large percentage of population who get their tickets booked through the traditional queuing system. The advent of e-ticket booking over the past couple of years that led to the mushrooming of online travel agencies. These online service providers have in fact come up with a wide variety of services for faster and more convenient mode of ticket booking. They offer a host of services starting from booking something as mundane as a train or flight ticket to something as exotic as a holiday. They offer various packages which have the entire itinerary for the proposed holiday. They even offer a convenient pick-up and drop service. With such a range of services being offered at your fingertips, expectations are that more and more number of travellers would start using such easy, fast and convenient services as compared to the conventional booking process across a reservation counter. Yet, we still observe long queues at the various reservation counters. And, we also know that there are a number of people who use the online services available to book their travel than through traditional travel booking counters. Srinandan Rao, CEO of Ghoom.com, a travel portal that has been in existence for the past three years wondered whether he can look at a bigger customer base for his travel booking business or look at an alternative e-business.

Questions

1. What is the kind of research study that you can undertake for Mr. Rao?
2. Formulate the research problem and the objectives of your study. Can you suggest an alternative research approach that you can take?
3. Develop a working hypothesis for your study.

3 137. **Danish International**

15

Shameem had been with the organization for a fortnight now and was due to meet Raghu. He opened the door and walked in. Raghu asked him to be seated and said, 'so doctor, what is the diagnosis?' Shameem had been recently hired as the company counsellor of Danish international, as Raghu Naran, the CEO, felt that he was fed up with his team of non-performers. He had hand-picked the Band II decision makers from the most prestigious and growing enterprises. Each one come with a proven track record of strategic turnarounds they had managed in their respective roles. So why this inertia at Danish International? The salaries and perks were competitive, reasonable autonomy was permitted in decision-making and yet nothing was moving. There had been two major mergers and the responsibilities has increased somewhat. When Shameem went to meet Sid Malhotra, the bright star who had joined six months back, he was reported absent and seemed to be suffering from hypertension and angina pain. His colleague in the next cabin was not aware that Sid had not come for the post four days. As he was talking to Rahu's secretary, he could hear kamini Bansal, the HR head, yelling at the top of her voice at a new recruit who after six weeks of joining had come to ask her about her job role.

The Band III executives had been with the company for tenure of 5-15 years and yet had not been able to make it to the Band II position (except two lady employees). They were laidback extremely critical and yet surprisingly were not moving. Raghu also seemed a peculiar guy, he had hired him as the counsellor and was also making some structural changes as suggested by a Vastu expert, to nullify the effect of evil spirits. He had a history of hiring the best brains, and then trying to fit them into some role in the organization. And in case someone did not fit in, firing him without any remorse. He had changed his nature of business thrice and on the personal front, he was on the verge of his second divorce. The company had a great infrastructure, attractive compensation packages and yet the place reeked of apathy, it was like a stagnant pool of the best talent. Was it possible to undertake operation clean up?

Questions

1. What is the management decision problem that Shameem is likely to narrate to Raghu Narang?
2. Convert and formulate it into a research problem and state the objectives of your study.
3. Develop the working hypothesis for your study.

3 138. **The pink Dilemma**

15

The Indian television industry has seen an exponential growth since the satellite television first came to India. Today, though cable penetration is only about 70 percent (according to various industry estimates), this class of people

watching cable TV is defined as the consuming class in India. By 2002 the share of cable and satellite television was 86.9 percent of the total television advertising as against a meagre 31.3 percent in 1994. Hindi general entertainment television is the fuel for growth in the television industry with a 46.8 percent share of the total viewership and an even higher 57.4 percent share of the total advertising revenue. Sony Entertainment Television is a key player in this space and has been a consistent and strong number two behind Star Plus, which has been the undisputed leader since July 2000. In India, most homes are single TV homes. Hindi is the preferred language for consuming entertainment across India (except the four southern states) and that makes the Hindi general entertainment television an intensely competitive space. It consists of five players. Star Plus has been the undisputed leader since July 2000 and has significantly consolidated its position thereafter. In September 2003, Star Plus had nearly five times as much viewership as its nearest rival Sony Entertainment Television. The other contenders are Zee TV, and SAB TV. The key factor is that during primetime which is the focus at this case, the females influence the choice of channel to view.

Sony Entertainment Television dominated the 9-10 pm band, with two of its leading shows *Kusum* and *Kutumb* until mid 2002 after which the 4 daily shows of Star Plus took over. Despite several high-profile attempts to regain lost audiences, Sony Entertainment Television's share in this band continued to erode. Star Plus had established a clear dominance over Sony Entertainment Television. Besides, Sony Entertainment Television was now perceived as a me-too to Star Plus. Sony Entertainment Television realized that women were the primary target audience who could get eyeballs for the channel. The challenge, therefore, was to create and sell a distinct viewing alternative, going beyond the cliched family dramas with storylines revolving around family conflicts and kitchen politics which is the predominant fare on general entertainment channels today.

Questions

1. What could be the probable sources of establishing the market share of the channel that are used in the case? Can one rely on the authenticity of Sony's dominance? Why/Why not?
 2. To help Sony achieve its target of understanding what Indian women want, what secondary data sources would you suggest?
- 3 139. A research was undertaken to ascertain the attitude of Delhi shoppers towards mall shopping experience. For this purpose, it was felt that a mailed questionnaire could be used. 15
- Questions:**
1. What do you think should be the research objectives?
 2. Prepare a brief sample questionnaire.
- 3 140. **Mehta Garment Company** 15
 Mr. Mohan Mehta has a chain of restaurants in many cities of northern India and was interested in diversifying his business. His only son, Kamal, never wanted to be in the hospitality line. To settle Kamal into a line which would

interest him, Mr. Mehta decided to venture into garment manufacturing. He gave his idea to his son, who liked it very much. Kamal had already done a course in fashion designing and wanted to do something different for the consumers of this industry. An idea struck him that he should design garments for people who are very bulky but want a lean look after wearing readymade garments. The first thing that came to his mind was to have an estimate of people who wore large sized shirts (40 size and above) and large sized trousers (38 size and above). A meeting was called, experts from the garment industry and a number of fashion designers to discuss on how they should proceed. A common concern for many of them was to know the size of such a market. Another issue that was bothering them was how to approach the respondents. It was believed that asking people about the size of their shirt or trouser may put them off and there may not be any worthwhile response, their job would be to look at people about the size of their shirt or trouser may put them off and there may not be any worthwhile response. A suggestion that came up was that they should employ some observers at entrances of various malls and their job would be to look at people who walked into the malls and see whether the concerned person was wearing a big sized shirt or trouser. This would be a better way of approaching the respondents. This procedure would help them to estimate in a very simple way the proportion of people who wore big sized garments.

Questions:

1. Name the sampling design that is being used in the study.
2. What are the limitations of the design so chosen?
3. Can you suggest a better design?
4. What method of data collection is being employed?

Note: The attached question paper is to be taken as a model question paper and all the M.Com III semester Question papers will have the similar pattern.

Q.P. Code: 53201

St. Philomena's College (Autonomous) Mysore
III Semester M.Com Final Examination November - 2019
Subject: COMMERCE
Title: Business Research Methodology (HC)

Time: 3 Hours

Max Marks:70

PART - A

Answer any FIVE of the following questions:

5×5=25

1. What are the objectives of business research?
2. Explain the ethical issues of business research?
3. Explain the attitude measurement scales.
4. What is Hypothesis? Explain with examples.
5. What is pilot study? Briefly explain.
6. Write a note on types of research reports.
7. Briefly explain the steps involved in Data Processing.
8. Write a note on referencing and citation methods.

PART - B

Answer any THREE of the following questions:

3×10=30

9. Explain the nature and characteristics of business research.
10. Explain the steps involved in preparing a Research Proposal.
11. Describe the Probability and Non-probability sampling methods.
12. What are the various methods of collecting data? Explain.
13. Discuss the steps that a researcher needs to follow to formulate a good research report.

PTO

PART – C

14. Case Study(Compulsory):

1×15=15

Shridhar from Bengaluru, had developed an electric car-VERVE (it is a fully automatic, no clutch, no gears), two-door hatchback, easing seating two adults and two children with a small turning radius of just 3.5meters. It runs in batteries and as compared to other electric vehicles, has an on board charger to facilitate easy charging which can be carried out by plugging into any 15 amp socket at home or work. A full battery charge takes less than seven hours and gives a range of 80Km. In a quick charge mode (two-and-a-half hours) 80 percent charge is attained which is good enough for 65Km. A full charge consumes just about 9 units of electricity. Somehow the product did not take off the way he expected. He is contemplating about repositioning the car. As he stood looking at the prototype, he knew that there were a couple of questions to which he must find answers before he undertook the repositioning exercise. What should be the positioning stance?

What kind of image would these customers related to? Was a new name or punch line required? How should the promotions be undertaken? Should he also consider a celebrity? If yes who?

- 1) What kind of research study should Shridhar undertake?
State the objectives of his research.
- 2) Do the stated objectives have a scope for a qualitative research?
- 3) Which method(s) of research would you recommend and why?

B.A.M 2017
