**VALLUVAR COLLEGE OF SCIENCE AND MANAGEMENT, KARUR**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**CLASS : I MBA SEMESTER: II**

**SUBJECT: RESEARCH METHODS IN MANAGEMENT CODE: P16MBA12**

**Unit I**

**1. Define Research**.

According to Clifford woody research comprises of defining and redefining problems,

Formulating hypothesis or suggested solutions collecting, organizing and evaluating data,

Making deductions and reaching conclusions and at last carefully testing the conclusions to

Determine whether they fit the formulating hypothesis.

**2. Define Research Design.**

A research design is the arrangement of conditions for collection and analysis of data in a

manner that aims to combine relevance to the research purpose with economy in procedure.

**3. Explain the importance of research?**

1. To face competitive global market 2. To identify critical issues 3. To understand,

Predict and control events in the environment 4. To sense spot and deal with

Problems before they go out of hand 5. To eliminate or avoid making decisions on

Subjective or biased manner.

**4. List the steps in the Research Process.**

Observation, primary data gathering, Extensive literature survey, Problem definition, Theoretical Frame work, Hypothesis Development, preparation of research design, determining the sample design, data analysis,Interpretation and report.

**5. What do you understand by Research Objective?**

* It develops focus
* It reveals characteristics
* It determines frequency of occurrence
* It tests hypothesis
* Promotes better decision making
* Research is the basis for innovation
* Research identifies the problem areas.
* Helps in forecasting which is very useful for manages

**7. What do you understand by null hypothesis?**

The null hypothesis is a proposition that states a definitive, exact relationship between two variables. That is, it states that population correlation between two variables is equal to zero. In general the null hypothesis is expressed as no significant relationship between two variables or no significant difference between two groups.

**8. What is a confounding variable, and why do confounding variables create problems in research studies?**

An extraneous variable is a variable that may compete with the independent variable in explaining the outcome of a study. A confounding variable (also called a third variable) is a variable that does cause a problem because it is empirically related to both the independent and dependent variable. A confounding variable is a type of extraneous variable (it’s the type that we know is a problem, rather than the type that might potentially be a problem).

**9. What is Replicability?**

The results of the test hypothesis should be supported again and again when the same type of research is repeated in some other circumstances.

**10. State the different types of hypothesis.**

1. Statement Hypotheses 2. Directional hypothesis 3. Non directional hypothesis 4. Null

Hypothesis 5. Alternate hypothesis.

**Unit II**

**11. What is Experimental design?**

Experimental design enables a researcher to alter systematically the variables involved in the Study. The independent variables are manipulated and the effects of the same on the dependent Variables are observed.

**12. What is nominal scale?**

Nominal scale is simply a system of assigning number to events in order to label them. A

Nominal scale simply describes difference between things by assigning them to categories.

**13. What is ordinal scale?**

The ordinal scale places events in order, but there is no attempt to make the intervals of the scale equal in terms of some rule.

**14. What is Interval scale?**

In the case of interval scale the intervals are adjusted in terms of some rule that has been

established as a basis for making the units equal.

**15. What is Ratio scale?**

Ratio scale represents the actual amount of variables. Measures of physical dimensions such as weight, height, distance are examples.

**16. What is content validity?**

Content validity is the extent to which a measuring instrument provides adequate coverage of the topic under study.

**17. What is criteria related validity?**

It relates to our ability to predict some outcome or estimate the existence of some current

condition.

**18. What is predictive validity?**

It refers to the usefulness of test in predicting some future performance.

**19. What is concurrent validity?**

It refers to the usefulness of a test in closely relating to other measures of known validity.

**20. What is construct validity?**

A measure is said to possess construct validity to the degree that it conforms to predicted

correlations with other theoretical propositions.

**21. What is reliability?**

Reliability refers to consistency i.e. A measure is reliable to the degree that it supplies consistent results.

**22. What is Test-Retest Relaibility?**

The conduct of resurvey is call test-retest arrangement which involves comparisons between the two tests to learn about the reliability.

**23. What is Equivalence?**

Equivalence is concerned with how much error may be introduced by different investigators or different sample of items being studied.

**24. What is Split – Half reliability?**

Split – Half reliability reflects the correlations between two halves of an instrument. This

technique can be used when the measuring tool has many similar questions or statements.

**25. What is Inter- item consistency reliability?**

It is a test of the consistency of respondents answers to all the items in a measure. If the items are independent measures of the same concept, they will be correlated with one another.

**26. Define Rating Scales.**

Rating scales are used to judge properties of objects without reference to other similar objects. An object is judged in absolute terms against certain specified criteria.

**27. What is Likert Scale?**

Likert scale is designed to examine how strongly the respondents agree or disagree with

statements relating to the attitude or object on a five point scale.

**28. What is Itemized rating scale?**

It is five point or seven point scale with anchors provided for each item and the respondent states the appropriate number on the side of each item or circles the relevant number against each item. The responses to the items are then summated.

**29. What is staple scale?**

It is simplified version of semantic differential scales. It is used when it becomes difficult to find bipolar adjectives that match the investigative questions.

**30. What is Grahic rating scale?**

The respondent indicates his rating by simply making a mark at the appropriate point on a line that runs from one extreme to the other.

**31. What is Consensus Scale?**

As the name suggests is developed by consensus by a panel of judges. The judges select

certain items which enable to measure a concept.

**32. What is Paired comparison scale?**

The paired comparison scale is used when the respondents are expected toexpress attitudes or choice between two objects at a time.

**33. Write about forced ranking scale?**

Forced ranking scale is easier and faster compared to the paired comparison method . It

requires the respondents to rank a list of attributes.

**Unit III**

**34. What is participant observation?**

If the observer observes by making himself, more or less, a member of the group he is

observing, so that he can experience what the the member of the group experience.

**35. What is disguised observation?**

When the observer is observing in such a manner that his presence may be unknown to the people he is observing.

**36. What is controlled observation?**

When observation takes place according to definite pre-arranged plans, involving experimental procedure, then it is termed as controlled observation.

**37. What is uncontrolled observation?**

If the observation takes place in the natural setting, it may be termed as uncontrolled

observation.

**38. Write a note on Interview method?**

The interview method of collection involves presentation of oral-verbal stimuli and reply in terms of oral verbal responses.

**39. What is personal interview?**

Personal interview method requires a person known as the interviewer asking questions

generally in a face to face contact to the other person or persons.

**40. What is telephone interview?**

This method of collecting information consists in contacting respondents on telephone

itself.

**41. Explain about dichotomous questions.**

Two alternatives are suggested in dichotomous questions. The choices presented should be mutually exclusive.

**42. Write a note on Electronic questionnaire design?**

Electronic questionnaire combines questionnaire based survey functionality with that of a

web page or web site.

**43.What is sequential sampling?**

The ulitimate size of the sample is not fixed in advance but is determined according to

mathematical decisions on the basis of information yielded as survey progresses.

**44. Write about area sampling?**

When the total geographical area of interest happens to be big one. Under area sampling we first divide the total area in to a number of smaller non-overlapping areas, generally called

geographical clusters.

**45. What is Convenience sampling?**

When population elements are selected for inclusion in the sample based on the ease of access, it can be called as convenience sampling.

**46. What is judgment sampling?**

In judgement sampling the researcher’s judgement is used for selecting items which he

considers as representative of the population.

**47.What is structured observation?**

In case the observation is characterized by a careful definition of the units to be observed, the style of recording the observed information is called as structured observation.

**48.What is unstructured observation?**

When observation is to take place without the characteristic of structured it is termed as

unstructured observations.

**Unit IV**

**49. Define Error Variance.**

Sample surveys do imply the study of a small portion of the population and as such there

would naturally be a certain amount of inaccuracy in the information collected.

**50. What is confidence level?**

Confidence level is the expected percentage of times that the actual value will fall within

the stated precision limits.

**51. Write a note on Focus Group?**

Focus group involves a formalized process of bringing small group of people together for

an interactive and spontaneous discussion on any one particular topic.

**53. What is Factor?**

A factor is an underlying dimension that account for several observed variables.

**54. Write a note on Factor Loadings.**

Factor loadings are those values which explain how closely the variables are related to each one of the factors discovered.

**55. What is Eigen value?**

When we take the sum of squared values of factor loadings relating to a factor, then such

sum is referred to as Eigen value.

**56. Define R- Type Factor Analysis.**

High correlations occur when respondents who score high on variable 1 also score high on variable 2 and respondents who score low on variable 1 also score low on variable 2. Factors

emerge when there are high correlations within groups of variables.

**57. What is cluster Analysis?**

Cluster analysis is to determine how many mutually and exhaustive groups or clusters,

based on the similarities of profiles among entities, really exist in the population and then state

the composition of such groups.

**59. What is Panel?**

Panel refers to the sample of individuals, house holds or firms from whom information

may be collected in successive time periods.

**60. What is Centroid Method?**

The centroid method tends to maximize the sum of loadings, disregarding signs, it is the

method which extracts the largest sum of absolute loadings for each factor in turn.

**61.Briefly explain about Clinical Interview?**

It is concerned with broad underlying feelings or motivations or with the course of

individuals life experience.

**62. What is Multivariate Analysis Techniques?**

All statistical techniques which simultaneously analyse more than two variables on a

sample of observations can be categorized as multivariate technique.

**63. Write a note on Sociometry?**

Sociometry attempts to describe attractions or repulsions between individuals by asking

them to indicate whom they would choose or reject in various situations.

**64. What is research proposal?**

A research proposal is also a type of research report prepared for getting the permission to proceed with the research work. It is a work plan, outline, statement or intent or draft plan of

the proposed research work.

**65. What is Gantt Chart?**

A Gantt chart represents the schedule of a project. Unit of time is represented along the

horizontal axis and sub processes are explained on the vertical axis. The lines indicate the

starting and ending point of each sub process.

**66. What is Pilot Testing?**

Pilot testing reveals error in the design and improper control of extraneious or environmental conditions.

**67. What is Intervening Variable?**

An intervening variable is one that surfaces between the time, the independent variable start operating to influence the dependent variable and the time the impact is felt on it.

**68. List the factors affecting internal validity of Experimental design?**

History, maturation, testing, instrumentation, selection, statistical regression

experimental mortality, diffusion, compensatory equalization, rivalry

**69. Write about the building blocks of science in research?**

Deduction and induction are two important aspects of the scientific research through

which the answers to a research question can be arrived at.

**70. List the different types of variables.**

1.Dependent variable 2. independent variable 3. moderating variable 4. intervening

Variable

**71. Write about the Hallmarks of Scientific Research?**

1.Purposiveness 2. Rigor 3. Testability 4. Replicability 5. precision 6. confidence 7.

objectivity 8. Generalizability 9. parsimony

**72. What is One shot case study?**

A single group of test subjects is exposed to the independentvariable treatment X, and then a single measurement on the dependent variable is taken O1. one shot case study does not use pretest and control group.

**73. List the factors affecting External validity of Experimental design**.

The reactivity of testing on the experimental treatment 2. Interaction of selection and the

experimental treatment 3. other reactive factors.

**74. What is one sample test?**

One sample test are used when a single sample is taken is undertaken to know whether the sample comes from a specified population.

**Unit V**

**75. What is Technical Report?**

A technical report is used whenever a full written report of the study is required whether

for record keeping or for public dissemination.

**76. What is Popular report?**

A popular report is used if the research results have policy implications.

**77. When oral presentation is necessary?**

At times oral presentation of the research of the study is considered effective, particularly

in cases where policy recommendation are indicated by project results.

**78. What is Footnote?**

Footnotes are meant for cross reference, citation of authorities and sources,

acknowledgement and elucidation or explanation of a point of view.

**79. What is long report?**

A long report examines the problem in detail and requires more extensive effort in

preparation.

**80. State operating report.**

Operating report provide managers with detailed information regarding all activities like

sales, inventory, costs etc.

**81. What is periodic report?**

Periodic report describes the activities in a department during a particular period.

**82What is Investigative report?**

Investigative report analyses the facts and present recommendations and conclusions.

**83. What is trouble shooting report?**

It is a form of problem solving report which discusses the source of the problem, extent of damage done and solutions possible.

**84. What is feasibility report?**

A feasibility report is a problem solving report that studies proposed options to assess

whether all or any one of them is sound.

**85. What is Compliance report?**

Compliance report explains what a company is doing to conform to the government

regulations.

**86. What is Interim compliance report?**

Interim compliance report can also be prepared to monitor and control the licenses granted by the government.

**87. What is Pictogram?**

A chart that uses symbols instead of words or number to portray is known as pictogram.

**88. What is Decision Chart?**

A decision chart or decision tree is a flow chart that uses graphs to explain whether or not to perform a certain action in a certain situation.

**89. What is Static group comparison?**

This design uses two groups one receives the experimental stimulus and the other serves as a control group and is not given the treatment. The dependent variable is measured in both

groups after the treatment.

**90. What is complex factorial design?**

A design which considers three or more independent variables simultaneously is called

complex factorial design. This is also known as multi factor factorial design.

**91. What is Quasi Experiment?**

Quasi experiments are done in natural environment, but treatments are given to one or more groups.

**92. What is Group time series design?**

This design introduces repeated observations before and after the treatment and allows subject to act on their own control.

**93. What is Main report?**

The main body of the report should be presented in logical sequence and broken down in to readily identifiable sections.

**94. What is Moderating variable?**

The variable that moderates the relationship between dependent and independent variable is called as a moderating variable.

**95. What is non directional hypothesis?**

Non directional hypothesis postualate relationship but does not offer indication of the direction of the relationship.