

MBA semester 2

Research methodology (CP15)

1. Define marketing research. Explain the marketing research process in detail.
2. State the term Research Design. Discuss its types briefly.
3. Enumerate the term research. Explain the different steps involved in a research process.
4. Explain in detail the different methods of data collection in research.
5. What is hypothesis? Explain its importance and the types of hypothesis
6. Describe sample design. Bring out the advantages and disadvantages of sample design?
7. What are the guiding considerations in construction of questionnaire explain?
8. Write a short note on the following:
 - Primary data
 - secondary data
 - hypothesis
 - measurement and scaling
9. Data can be collected either by interview method or by observation method. what is the difference between these two?
10. Describe different sampling methods available to a researcher along with its silent features.
11. Explain questionnaire designing. What are the steps involved in the process of questionnaire designing?
12. Evaluate various statistical measures used in research study.
13. Briefly explain various types of Research report. What are the steps involved in Research report?
14. What do you mean by research? Explain the significance of research in Modern Times.
15. How does the case study method differ from the survey method? Analyse the merits and demerits of case study method in research.