

## Unit 1

### Chapter 1

1. Define a marketing orientation and a product orientation. Under which strategic orientation is there a greater need for business research?
2. Define business research (BR) and describe its tasks OR Decision making process with development and implementation of business strategy.
3. Write a note on managerial value of research. OR what are business orientations of research.
4. List the conditions that help a researcher decide when research should or should not be conducted. OR when is business research needed?
5. How have technology and internationalization affected business research?
6. What types of tools does the researcher use more given the ever increasing internationalization of business? Or Note on BR in 21<sup>st</sup> century.
7. Scientific method for business research – describe.

### Chapter 2

1. What is the difference between data, information, and intelligence?
2. What are the characteristics of useful information?
3. What is the key question distinguishing relevant data from irrelevant data?
4. Define knowledge management. What is its purpose within an organization?
5. What makes a decision support system successful? What is DSS? What are its functions?
6. What is data warehousing?
7. List and explain the sources of data. OR write a note on input management.
8. Give three examples of computerized databases. / write a note on computerized data archives. OR Write a note on Statistical, financial and video databases.
9. What is the difference between the Internet and an intranet? What is their role in research? OR Explain the role/contribution of internet/ intranet in BR.

### Chapter 3

1. Explain what are the goals of theory?
2. Define- Concept, Construct, Ladder of abstraction, latent construct, empirical testing, variables, operationalizing. How do concepts differ from variables?
3. What is the difference between abstract level and empirical level? Explain the concept of ladder of abstraction.
4. How do propositions and hypotheses differ?
5. What does the statement “There is nothing so practical as a good theory” mean? Do you agree with this statement?
6. Compare and contrast deductive logic with inductive logic. Give an example of both. OR Explain with example deductive logic/reasoning with inductive logic/ reasoning.
7. List and explain steps of scientific method.

### Chapter 5

1. What are the conditions that make in-house research preferable? What are the conditions that make outside research preferable? OR When will you use in-house research and outside research? OR Write a note on in-house research and outside research.
2. What might the organizational structure of the research department be like for the following organizations?
  - a. A large advertising agency
  - b. A founder-owned company that operates a 20-unit restaurant chain
  - c. Your university
  - d. An industrial marketer with four product divisions
  - e. A large consumer products company
3. What problems do research directors face in their roles as managers?

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4. What are some of the basic causes of conflict between management and research?/ How to avoid conflict of interest in performing research?
5. How should a researcher help top management better understand the functions and limitations of research? OR How to reduce conflict between conflict between management and research?
6. Write a note on research suppliers and contractors? OR List types of research suppliers and contractors? OR Write a note on Syndicated service, Standardized Research Services, Limited Research Service Companies and custom Research.
7. What is the difference between research and pseudo-research? Cite (give) several examples of each.
8. What is a conflict of interest in a research context? How can such conflicts of interest be avoided?
9. Discuss ethical questions in BR.
10. Write a note on ethical issues in BR.
11. Discuss general rights and obligations of Research participants.
12. Discuss general rights and obligations of Researchers. / What obligations does a researcher have with respect to confidentiality?
13. Discuss general rights and obligations of client sponsor/ user.
14. What is privacy? And privacy wrt internet?

## Unit 2

### Chapter 6

1. What is a decision statement? How does the focus on an irrelevant decision affect the research process?
2. Define problem recognition. How is this process like translating text from one language into another? What role does “probing” play in this process?
3. List and describe four factors that influence how difficult the problem-definition process can be. OR Write a note on problem complexity. OR Explain the difference between easy problem and hard problem?
4. What are three types of gaps that exist, indicating that research may be needed to assist a business in making some decision? OR write a note on Problem means gap. OR types of gaps.
5. List and explain in brief steps of problem definition.
6. Define variable and constant. List and explain types of variables with example. OR List and describe at least four terms that can describe the nature of a variable. OR what is difference between variable and constant?
7. What are the major components of a research proposal? How does a research proposal assist the researcher? OR Use of Research proposal as Planning tool and Research proposal as contract - elaborate.
8. Explain the concept of dummy tables. Why do we use them?

### Chapter 7

1. Define qualitative and quantitative research. Compare and contrast the two approaches.
2. Why do exploratory research designs rely so much on qualitative research techniques? Why do causal designs rely so much on quantitative research techniques?
3. Exploratory v/s confirmatory research?
4. What are the uses of qualitative research?
5. What are the basic orientations of qualitative research?
6. List common techniques used in qualitative research. Explain any 5. Or compare common techniques used in qualitative research. [exhibit 7.2 ]
7. What are the key differences between a focus group interview and a depth interview?
8. What is laddering? How might it be used in trying to understand which fast-food restaurant customers prefer?
9. Focus Group interviews: Advantages, Moderator, group composition, disadvantages, Types of Focus group interviews.
10. What are the risks associated with exploratory research? Or Misuse of qualitative research and exploratory research.

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11. Scientific decision process related to exploratory research.
12. Comment on the following remark by a business consultant: “Qualitative exploration is a tool of research and a stimulant to thinking. In and by itself, however, it does not constitute business research.”

#### Chapter 8

1. Define secondary data. List its advantages and disadvantages.
2. Define types of secondary data analysis conducted by business research managers. OR typical/common objects for secondary data research design.
3. List and explain internal and proprietary sources of secondary data.
4. List and explain external sources of secondary data.
5. Write a note on channels of distribution for secondary data.
6. Describe impact of single source data and globalization on secondary data.
7. What is push technology?

#### Unit 3

#### Chapter 9

1. Define surveys. List their advantages.
2. Name several non-business applications of survey research.
3. What is self-selection bias? How might we avoid this?
4. List and explain the types of surveys. OR classification of survey research methods. OR categories of surveys. OR distinguish between different categories of surveys.
5. Name some common objectives of cross-sectional surveys.
6. What are the advantages and disadvantages of using consumer panels?
7. Identify sources of errors in surveys? [answer to this question is summary of question 8,9,10]
8. Write a note on administrative error.
9. Write a note on systematic error.
10. Write a note on respondent error. / Write a note on non-response error./ Write a note on respondent error.
11. Discuss importance of survey research to total quality management programs.

#### Chapter 10

1. Write a note on personal interviews. List its advantages and disadvantages.
2. What is the concept of mall interception interviews?
3. What is concept of door- to- door interviews?
4. Write a note on telephonic interview. List advantages and disadvantages. Why is the mobile phone likely to be an ineffective way of reaching potential respondents in America? [hint: “no-call” legislation]
5. Explain use of technology in telephonic interviews. [computer assisted telephone interview, computerized voice activated telephone interviews]
6. Write a note on types of self-administered questionnaire. Exhibit 10.4
7. Write note on mail questionnaires. List its advantages and disadvantages.
8. What are the techniques to increase the response rates for mail questionnaire? OR how will you increase the response rates for mail questionnaire? OR What measures will you adapt for increasing the response rates for mail questionnaire?
9. What type of research studies lend themselves to the use of e-mail for survey research? What are the advantages and disadvantages of using e-mail? What do you think should be the maximum length of a self-administered e-mail questionnaire?
10. Write a note on internet surveys. What are the advantages and disadvantages of using internet surveys
11. Write a note on Kiosk interactive surveys.
12. Write a note on ethical issues in survey research.
13. Why is pretesting questionnaires important?

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#### Chapter 11

1. Discuss the role of observation as a business research method. Discuss how an observation study might be combined with a personal interview.
2. What are the advantages and disadvantages of observation studies relative to surveys?
3. Under what conditions are observation studies most appropriate? OR when does observation become scientific tool?
4. Explain hidden and visible observation.
5. How can we observe human behaviour?
6. What can be observed?
7. Describe the use of direct observation and contrived observation.
8. Identify ethical issues in observation studies.
9. Explain the observation of physical objects and message content.
10. What is a scanner-based consumer panel?
11. Describe/List/What are major types of mechanical observation.
12. Summarize techniques for measuring physiological reactions.
13. What is a psychogalvanometer?

#### Chapter 12

1. Define experimental condition, experimental treatment, and experimental group. How are these related to the implementation of a valid manipulation?
2. What is the difference between a main effect and an interaction in an experiment? Explain with example.
3. Why is an experimental confound so damaging to the conclusions drawn from an experiment?
4. How to minimise systematic experimental error?
5. Write a note on selection of test units.
6. Explain the concept of with-in subjects and between subjects experimental design.
7. What are demand characteristics? How can they be minimized?
8. Write a note on internal validity.
9. Write a note on external validity.
10. Weigh the trade-off between internal and external validity.
11. What is a manipulation check? How does it relate to internal validity?
12. Difference between laboratory and field effect.
13. Give the classification of experimental design in detail.
14. Give the classification of Quasi experimental design and alternative experimental design.

#### Unit 4

#### Chapter 13

1. Define measurement. What do I need to measure? Or what needs to be measured to address research question or hypothesis?
2. What is the difference between a concept and a construct?
3. Distinguish levels of scale measurement. [nominal, ordinal, ration , interval ]
4. Write a note on Discrete measures.
5. Write a note on Continuous measures.
6. Write a note on index or composite measures.
7. List and explain three criteria for good measurement. OR when is measurement considered to be valid?
8. Comment on basic assessment of scale reliability and validity.

#### Chapter 14

1. What is an attitude? Is there a consensus concerning its definition?
2. Distinguish between rating and ranking. Which is a better attitude measurement technique? Why?
3. List and explain basic approaches to measuring attitudes.
4. What advantages do numerical scales have over semantic differential scales?

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5. How can we represent latent construct using summated scale?
6. Write note on likert scale.
7. How can we measure attitude using rating techniques/scales? [List all techniques with 1 example each]
8. How can we measure attitude using ranking techniques?
9. How can we measure attitude using sorting techniques?
10. Identify the issues a researcher should consider when choosing a measurement scale. OR How should we choose measurement scale? OR what practical decisions are to be made while choosing measurement scale.
11. What is the difference between a measured variable and a latent construct?

#### Chapter 15

1. Write a note on questionnaire accuracy and relevance.
2. Explain the significance of decisions about questionnaire design and wording. / How might the wording of a question about income influence respondents' answers?
3. Define alternatives for wording open-ended and fixed-alternative questions.
4. List and explain types of fixed alternative questions.
5. Summarize guidelines for questions that avoid mistakes in questionnaire design./ Guidelines for constructing questionnaire.
6. What is the difference between a leading question and a loaded question?
7. Describe how the proper sequence of questions may improve a questionnaire.
8. Discuss how to design a questionnaire layout.
9. Describe criteria for pretesting and revising a questionnaire and for adapting it to global markets

#### Chapter 16

1. Explain reasons for taking a sample rather than a complete census. / In what types of situations is conducting a census more appropriate than sampling? When is sampling more appropriate than taking a census?
2. Describe the process of identifying a target population and selecting a sampling frame
3. Write a note on practical sampling concerns.
4. What steps must be followed in sample selection? Exhibit 16.2
5. Compare random sampling and systematic (non-sampling) errors.
6. Describe the difference between a probability sample and a nonprobability sample.
7. Identify/List/what are the types of nonprobability sampling, including their advantages and disadvantages. [exhibit 16.9 ]
8. Summarize the advantages and disadvantages of the various types of probability samples. [exhibit 16.10 ]
9. If researchers know that consumers in various geographic regions respond quite differently to a product category, such as tomato sauce, is area sampling appropriate? Why or why not?
10. What are the benefits of stratified sampling?
11. What are the benefits of cluster sampling?
12. Discuss how to choose an appropriate sample design?
13. What are the challenges for Internet sampling?

#### Chapter 17

1. Distinguish among population, sample, and sampling distributions.
2. Explain the central-limit theorem.
3. Summarize the use of confidence interval estimates.
4. Discuss the major issues in specifying sample size.
5. What is the difference between descriptive and inferential statistics?
6. Why is the standard deviation rather than the average deviation typically used?
7. Explain: mean, median, mode, variance, standard deviation, range.
8. Normal distribution and standardised normal distribution.

Sums Question 2,7, 10,11,12,13,15 from text book

#### Unit 5

#### Chapter 19

1. Write a note on editing.
2. Write a note on coding.
3. How will you know that a response is an error and should be edited?
4. Write a note on editing for completeness?
5. How is data represented in file? Explain terminologies related to data file.
6. What is the purpose of editing? Provide some examples of questions that might need editing.
7. When should the raw data from a respondent be altered by a data editor?
8. How is data coding different from data editing?
9. How has technological advances simplified the coding process?

#### Chapter 20

1. Write a note on descriptive analysis.
2. What are the methods for descriptive analysis? Elaborate.
3. Explain simple data transformation and its problems.
4. Create and interpret simple tabulation tables.
5. How do cross-tabulations reveal relationships?
6. Write a note on quadrant analysis?
7. What is a histogram? What is the advantage of overlaying a normal distribution over a histogram?
8. Explain use of index numbers.
9. How will you calculate rank order?
10. Write a note on statistical packages for data analysis.
11. What is role of researcher in interpretation of analysis results?
12. Sums Book questions 3,4,5,6

#### Chapter 21

#### Chapter 22

#### Chapter 24