



## **Research Methodology**

### **Question Bank for F.Y. MBA/MCA/M.Tech.**

1. Differentiate between research methods and research methodology
2. What type of research design would you use to study the impact of social media usage on students' academic performance? Why?
3. Design a simple research study on the effects of online learning platforms on students' learning outcomes, specifying the type of research design you would use and why?
4. Differentiate between a Null hypothesis and an Alternative hypothesis. Provide examples of each to illustrate your explanation
5. Formulate Null and Alternate hypothesis for a study examining the relationship between employee job satisfaction and productivity
6. Describe the steps in the research process
7. Formulate Null and Alternate hypothesis for a study examining the relationship between employee job satisfaction and productivity
8. What is Primary data? What are the different sources of secondary data?
9. Define hypothesis and explain its characteristics
10. Explain the significance of research in solving real-world problems with suitable examples.
11. What sampling method would you use for a study of customer satisfaction in a local grocery store?  
Justify your answer
12. What are sampling and non-sampling errors?
13. What is skewness, and how can it help interpret the distribution of data in a research study? Provide a simple example.
14. What are the types of data collection method? Explain
15. Describe the purpose of linear regression analysis and explain how it can be used to predict sales based on advertising expenses.
16. What sampling method would you use for a study on the eating habits of college students? Justify your answer.
17. Design five questions for the study of customer satisfaction for any bank of your choice.
18. Analyse the challenges involved in collecting primary data for a study on consumer preferences and suggest solutions to overcome these challenges.
19. What are the different sources of error in measurement?
20. What sampling method would you use to study customer preferences for a new smartphone model?  
Justify your answer.
21. What type of research design would you use for the following study: How online learning platforms affect students' learning? Why?
22. What is Primary data? What are the types of Primary data?
23. Explain qualitative and quantitative data with suitable example.
24. What type of research design would you use for understanding the challenges faced by students during online learning? Why?
25. Define the term "measure of central tendency" and list its types with examples.
26. Explain the key elements of an effective oral presentation in research reporting
27. Evaluate the importance of IPR in fostering innovation and protecting the interests of creators.
28. Analyze the role of report writing in bridging the communication gap between stakeholders in an organization.
29. Explain qualitative and quantitative data with suitable example.



30. Describe the types of sampling designs and provide an example for each type.
31. Differentiate between sample survey and census survey with an example of each
32. Given the dataset: 18,15,20,20,25,30,35,15, 18, 20, 20, 25:  
Calculate the mean, median, and mode.
33. Given the dataset: 15,18,20,20,25,30,35,15, 18, 20, 20, 25:  
Calculate the mean, median, and mode.
34. Given the dataset: 16,18,22,22,25,30,35,15, 17, 20, 20, 20, 35: Calculate the mean, median, and mode
35. Describe the purpose of linear regression analysis and explain how it can be used to predict sales based on advertising expenses
36. Differentiate between positive skewness and negative skewness in a dataset
37. In a multivariate analysis of customer preferences, explain how you would use correlation and regression to understand the relationship between income, age, and spending on luxury products.
38. What are techniques, and precautions in interpreting research results?
39. Explain with an example how measures of central tendency (mean, median, mode) are used in descriptive statistics to summarize data
40. Describe ethical considerations of research
41. List the key steps involved in writing a report and briefly describe each step
42. What is Intellectual Property Rights (IPR), and how does it protect innovations and creativity?
43. What are some key writing mechanics to keep in mind while preparing a professional report?
44. Outline the steps followed to write a structured report
45. Evaluate the importance of IPR in fostering innovation and protecting the interests of creators
46. Define patents and copyrights, and explain how they differ in terms of legal protection.
47. Analyse the role of report writing in bridging the communication gap between stakeholders in an organization
48. What is Intellectual Property Rights (IPR), and why is it important in protecting research publications and inventions?
49. Outline the steps followed to write a structured report
50. Evaluate the importance of IPR in fostering innovation and protecting the interests of creators.