1   Differentiate between research methods and research methodology.

2   Select a potential research problem in your field of study and outline the steps you would take to define it clearly.

3   Differentiate between a Null hypothesis and an Alternative hypothesis. Provide examples of each to illustrate your explanation.

4   What are sampling errors and non-sampling errors? Provide examples of each

5   Explain the types of data collection methods in brief.

6   Draft a questionnaire to find online social sites of top 10 business practices. (Draft at least 5 questions)

7   Differentiate between research methods and research methodology.

8   Differentiate between a Null hypothesis and an Alternative hypothesis. Provide examples of each to illustrate your explanation.

9   How do these characteristics differ among the three types of research design: exploratory, descriptive, and experimental?

10 What are the different classifications of measurement scales?

11 Compare qualitative data and quantitative data. Provide one example for any two types of measurement scales (nominal, ordinal, interval, or ratio), and explain how these scales are used to classify data.

12 Imagine that you are conducting study of customer satisfaction in a retail store. Write the population, sample, sampling technique used & the type of data collection for the study. (Make necessary assumptions)

13 Imagine you are conducting research on the impact of online learning on student performance. Specify the type of research design in this case (exploratory, descriptive, or experimental). What type of data collection method you would choose?

14 What are the **different classifications of measurement scales**?

15 Imagine that you are conducting study of customer satisfaction in a retail store. Write the population, sample, sampling technique used & the type of data collection for the study. (Make necessary assumptions)

16 Compare qualitative data and quantitative data. Provide one example for any two types of measurement scales (nominal, ordinal, interval, or ratio), and explain how these scales are used to classify data.

17 Develop a research problem based on a study of employee motivation and formulate the hypothesis

18 Illustrate the process of selecting a research problem from an area of interest