QUANTITATIVE TECHNIQUES AND RESEARCH METHODS IN BUSINESS (434C1B)
QUESTION BANK

PART –A (ONE MARK QUESTIONS)

UNIT –I

1. What is Probability?

2. Define mathematical Probability?

3. What is conditional probability?

4. State the axiom of probability?

5. State marginal probability?

6. What is prior probability?

7. Sate bayes theorem?

8. Sate addition theorem?

9. State multiplication theorem?

10. What is meant by sample point?

11. What is Experiment?

12. Define Trial and outcomes?

13. Define the term Event and Sample space?

14. What is Dependent Event and Independent Event?

15. Define equally likely Events?

16. What is Mutually Exclusive Events?

17. Define the term Exhaustive events and Complementary Events?

18. What is meant by Random Variable?

19. Define Discrete random Variable and Continuous random variable?

20. What is Discrete Probability distribution function?

21. Define Cumulative Probability distribution function?

22. What is Probability Mass function?

23. What is Probability Density function?

24. Define Bernoulli Process?

25. What is Binominal Distribution?

26. What is Poisson distribution?

27. Define Normal Distribution?

28. What is standard normal distribution?

29. What is Decision tree analysis?

30. Define Decision making?

31. Define the term Risk, Certainty and Uncertainty?

32. What is Course of Action?

33. Define State of Nature?

34. What is meant by Payoff?

35. What is Expected monetary value?

36. What is Expected opportunity loss?

37. Write the difference between Optimism criterion and Pessimism criterion?

38. What is Hurwitz Criterion?

39. Define Laplace Criterion?

40. What is Regret Criterion ?

41. What is regret table ?

UNIT –II

1. Define Research?

2. What is the role of theory in research?

3. State the objectives of research?

4. Identify the criteria of good research.

5. Classify the types of hypothesis.

6. Illustrate the term Hypothesis.

7. What is null and alternative hypothesis?

8. What is research problem?

9. Identify the source of research problem?

10. What is review of literature?

11. Define Research design?

12. Write down the types of Research design?

13. Explain Internal Validity

14. Content Validity

15. Interpret the different types of Validity

16. What is meant by Descriptive Studies?

17. Give meaning for the term Reliability?

18. What is a "Variable" in Research?

19. Distinguish between Observable & Latent variable?

20. How would you use the Criterion Variable?

21. Interpret the difference between primary data and secondary data.

22. State Pilot Study.

23. What do you mean by Observation?

24. What is survey?

25. Define structured interview

26. What is Questionnaire?

27. What is sampling?

28. What is Sampling Plan?

29. Define Sampling frame?

30. What is Sample Size?

31. What is sampling Error?

32. Write the difference between probability and non probability Sampling?

33. What is scale?

34. Mention the type of scale?

UNIT –III

1. What is Data?
2. What is tabulation?
3. What is editing and coding?
4. What is Univariate Analysis?
5. Define Bivariate Analysis?
6. What is Multivariate Analysis?
7. What is parametric and non parametric test?
8. Mention the types of parametric and non parametric test?
9. What is correlation Analysis and its types?
10. Define Regression Analysis?
11. What is regression line?
12. Narrate the difference between Correlation and Regression?
13. What is chi square test?
14. State the conditions for chi square test?
15. What is Rank Concordance?
16. What is standard Error?
17. What is coefficient of determination?
18. Define regression coefficient?
19. Define level of confidence?
20. What is Level of Significance?
21. Define Degree of freedom?
22. What is Acceptance & Rejection Region?
23. Define Type I errors and Type II errors?
24. Relate the meaning of One-tail Test and Two-Tail Test.

25. Expand ANOVA?

26. What is one way and two way Anova?

27. What is variance?

UNIT –IV

1. What is MDS?

2. What is meant by Factor Analysis?

3. Point out the meaning of Discriminant Analysis.

4. What is conjoint Analysis?

5. Define Cluster Analysis?

6. What is Multiple Regression?

7. State the Application of Application of SPSS

8. What is meant by Canonical Correlation Analysis?

9. Define Multi-collinearity?

10. What Is MANOVA?

UNIT –V

1. What is research report and its types?

2. What is abstract?

3. What is synopsis??

4. Distinguish appendices and references?

5. Differtiate reference from bibliography?

6. What is ethics in research?

7. Prioritize the meaning of Interpretation.

8. What is meant by the footnotes?

9. Compare oral presentation with written presentation?

10. What is meant by Glossary?

PART –B (FIVE MARK QUESTIONS)

UNIT –I

1. Describe the rules (Theorem) and Approaches of Probability?

2. Describe the properties of Binomial Distribution?

3. Describe the properties of Poisson distribution?

4. Describe the Properties of Normal Distribution?

5. Describe how EMV criterion with a decision tree would be used to determine best decision?

6. Describe Roll back techniques in decision tree Analysis?

7. Explain the construction of Regret table with an example?

UNIT –II

1. Write in detail about the factors affecting business research.

2. Explain various functional areas that are used in Business Research?

3. Analyze the limitations of scientific research in business?

4. Explain steps, source and selection criteria of good Research Problems?

5. Describe the various types of research problem?

6. Explain various research designs that are used in research?

7. Bring out the procedure for hypothesis testing.

8. Describe the different types of hypothesis in details?

9. What are the different types of Observation used for collecting primary data?

10. Discuss the Interview as techniques of data collection?

11. Discuss the role of theory in Research?

12. Distinguish between longitudinal and cross sectional study

13. Explain the sequential steps in sampling process?

14. Discuss the determinants and approaches in fixing optimal Sample Size?

15. Differentiate between questionnaire and Schedule?

16. Discuss the characteristics of good questionnaire?

UNIT –III

1. Explain the standard test for hypothesis?

2. Discuss various methods of studying correlation?

3. Discuss the properties of correlation?

4. Annotate in brief the various types of regression Analysis?

5. Describe the essential characteristics of Chi Square test?

6. Discuss the various uses and limitations of chi square test?

7. Annotate in brief the procedure of making a chi square analysis?

8. Bring out the characteristics and assumption of ANOVA?

9.   Discuss the merits and demerits of non-parametric test?

10. Elucidate the procedure of Mann Whitney U test?

11. Elucidate the procedure of Kruskal Wallis H test?

UNIT –IV

1. Sketch the purpose of using Descriptive Analysis?

2. Describe the Bivariate Data Analysis procedures?

3. Explain in détails Conjoint Analysis and its applications?

4. Explain the factors of SPSS with its Features?

UNIT –V

1. Describe the function of good research report?

2. Explain the characteristics of good research report?

3. Distinguish between technical and business report?

4. Explain the Principle of Ethics in Writing Business Research?

PART –C (TEN MARK QUESTIONS)

UNIT –I

1. Describe the application and Construction of Decision Tree Analysis?

2. Describe the different types of Decision Making Techniques?

3. Discuss the step involved in the process of decision making?

4. State the Application and Prove Bayes Theorem?

UNIT –II

1. Discuss the scope, qualities and significance of research in management?

2. Explain the different steps involved in a research process?

3. Describe briefly the various types of research?

4. Explain the role, types and procedure for hypothesis testing with a flow diagram?

5. Explain the different scales that are used in management research? Explain the various scaling techniques in measuring the variables?

6. Explain various aspects involved in questionnaire design?

7. Explain the different types of sampling techniques?

8. Suggest suitable methods of data collection by big business houses in recent times.

UNIT –III

1. Describe the concept of Editing and coding?

2. Explain the application of Parametric and Non –Parametric Tests?

3. Explain the various Statistical Techniques used in management research or Managerial Decision making?

4. Explain the techniques of analysis of variance for a one way classification?

5. Explain the techniques of analysis of variance for a two way classification?

6. Analyze Chi square test as goodness of fit as well as test of independence?

UNIT –IV

1. What is a factor analysis? Explain the various methods of factor analysis? Also explain the significance and uses of factor analysis?

2. Describe the methods involved in Discriminant Analysis?

3. Describe the steps involved in Cluster Analysis and its applications?

UNIT –V

1. Explain the steps/investigation involved in writing a research reports and is format of research reports?

2. Explain the mechanics \ rules \ Guidelines \criteria \ norms \ factors of writing a research report?

3. What points will you keep in mind while preparing a research report? / Explain the precaution for writing a research reports?

4. Explain the different types of research reports and its contents