

Important questions for RM

UNIT 1 SHORT

1. Characteristics of research
2. Formulation of objectives
3. Meaning of survey, Observation and case study
4. Methods of research
5. Difficulties in Business Research

Long

1. Process of research
2. Types of research

UNIT 2 Short

1. Primary and secondary sources of data collection
2. What do you mean by population
3. Sampling process
4. Technique of sampling
5. Descriptive sampling

Long

1. Designing a questionnaire
2. Methods of sampling and their merits and demerits
3. Methods of collecting primary data.

UNIT 3; *Short*

- 1) Meaning of scale
- 2) meaning of measurement
- 3) descriptive analysis
- 4) inferential analysis
- 5) meaning of Chi-Square/ Co-Relation

Long

- 1) Types of scaling technique
- 2) types of scales
- 3) problem on chi square
- 4) problem on Co-Relation

Unit 4; *Short*

- 1) interpretation meaning

2) meaning of generalization

3) validity

4) reliability

Long

1) essentials of interpretation

2) precautions in interpretation

3) important points to be considered while writing conclusion.

4) methods of generalization.