

POKHARA UNIVERSITY
Faculty of Management

RCH 311 BUSINESS RESEARCH METHODS

Section A
Very Short Answer Questions

Candidates are expected to answer the questions in their own words as far as practicable. The figures in the margin indicate full marks.

Attempt all the questions. Give your answer in few lines.

*(10*2=20)*

1. What are the important steps in the research process?
2. Define management research.
3. How is exploratory research different from descriptive research?
4. State the objectives of interview as a method of data collection.
5. What are the major ethical issues in management research?
6. State the possible errors in hypothesis testing.
7. What are the most commonly used scales for measurement of attitudes in a research?
8. How deduction and induction are different?
9. What are the characteristics of a good questionnaire?
10. State the qualities of a good research report.

Section B
Descriptive Answer Questions

Attempt any six questions.

*(10*6=60)*

11. Define scientific research. What are the characteristics of scientific research?
12. Explain the nature of qualitative research. What are its special features? What are the different methods of data collection used in qualitative research?
13. What is the purpose of literature review? How can the literature review be helpful in formulating the theoretical framework for a research study?
14. Describe the nature of experimental research. What conditions are required to establish causal relationship?

15. What are the characteristics of good sampling? Explain in what sense a simple random sample is representative of the population.
16. Discuss the purpose of a research proposal. What information would you find in the "research methodology" section of a research proposal?
17. Describe the important parametric tests used in the context of testing hypothesis. How do such tests differ from non-parametric tests? Explain.

Section C
Case/Situation Analysis

18. *Read the case situation given below and answer the questions that follow. (20)*

As a team leader of a student club in a business college, you are aware that some problems among students are rising rapidly. Problems such as unplanned classroom sitting arrangements, close proximity of students in the classroom, not properly attired, not participating in club activities, smart phone use in classroom, and vandalism are contributing to their low academic performance. Your club has decided to conduct a mini research to address the problems within a period of next three months.

Assume that you are heading the student team to conduct this research. How would you analyze this situation and define and identify the following issues as a guide in conducting your research?

- (a) Define the research problem for this study.
- (b) Identify the study population for this study?
- (c) Develop a theoretical framework for the study.
- (d) State any three hypotheses based on the above theoretical framework.