

## **BUSINESS RESEARCH METHODS (BRM) QUESTION BANK**

1. What is Research Research? Explain Objectives of Research.
2. What are the features of good Research?
3. Elaborate relevance of Research in Management.
4. Write the scope of research in Management
5. What are the steps in Research Process? Write in detail.
6. How will you select the research problem as a researcher? Explain.
7. Define Research Design. What are the features of Good Research Design?
8. As a researcher, how will you conclude the need for research design.?
9. What are the factors affecting Research Design?
10. Elaborate the steps in Research Design in Detail.
11. What do you mean by primary data ? Elaborate what are the methods of observation.
12. Write the significance of observation. Mention limitations as well.
13. What is an interview? Elaborate the four types of personal interviews.
14. What are the types of interviews? explain in detail.
15. What do you understand by term Questionnaire? Explain Types of questionnaire in detail.
16. What are the significance of primary data ? Mention limitations of primary data .
17. What is secondary data? What do you Understand by internal secondary data.
18. Write the various sources of collecting external secondary data.
19. Elaborate the significance of & limitations of secondary data.
20. What do you mean by sampling? Explain characteristics of good sample
21. What is a research Report ? Explain the mechanism of writing a research report.