

INDIAN INSTITUTE OF MANAGEMENT AND COMMERCE
SUBJECT: RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS
III SEM
QUESTION BANK

UNIT I

1. What is the primary objective of academic or scientific research?
2. Which characteristic ensures that research follows a step-by-step logical sequence?
3. What is the main focus of applied research?
4. What is typically the first step in the formal research process?
5. When is exploratory research design most appropriate?
What is the primary purpose of a causal research design?
6. Which variable is actively manipulated by the researcher in an experiment?
7. Which statement best describes the case study method?
8. What is the core focus of the comparative research method?
9. What makes controlling extraneous variables especially difficult in business research?
10. How primary data is best defined?
11. What is a key practical difference between a questionnaire and a schedule?
12. Categorizing items into discrete groups like gender or department represents which scale?
13. A ranking scale (e.g., 1st, 2nd, 3rd place) belongs to which level of measurement?
14. Which measurement scale features equal intervals between numbers but an arbitrary zero point?
15. Which measurement scale possesses a natural, absolute true zero point?
16. What distinguishes a census from a sample study?
17. Dividing a population into homogeneous subgroups and randomly sampling from each is called?
18. Which non-probability technique uses participant referral networks to reach hidden groups?

UNIT II

1. What is the fundamental difference between data analysis and data interpretation?
2. Why is it a critical mistake to assume causation when a high correlation coefficient is found between two organizational variables?
3. What is the core objective of theoretical (analytical) generalisation compared to statistical generalisation?
4. Define the term hasty generalisation in the context of sampling data.
5. What baseline requirement must a sample satisfy to perform valid statistical generalisation back to a target population?
6. Explain the operational fallacy of inconsistency in definitions during a longitudinal research project.
7. Why is it structurally incorrect to compare the absolute sales performance metrics of a new market start up with an established global conglomerate?
8. Give an example of a research flaw categorized as observer bias in a field observation method.
9. What statistical error occurs when a researcher forces a parametric test (like a t-test) onto heavily skewed ordinal-level questionnaire data?
10. Define non-response bias and explain how it distorts data collection findings

11. What distinguishes a managerial (popular) report from a formal academic technical report?
12. Why is an Executive Summary considered the most critical component of a business research report?
13. Name the initial step in the official stages of report preparation before any drafting begins.
14. What structural section of a report explicitly details the sample size, data constraints, and instrumentation used?
15. What is the main structural purpose of the Recommendations section in a corporate business report?
16. What is the precise operational difference between a Footnote and a Bibliography entry regarding document placement?
17. In terms of reference scope, what distinguishes a Bibliography from a standard References list?
18. Name two items that belong exclusively in the Appendix of a research report rather than the main text body.
19. What element of document integrity does a researcher protect by consistently utilizing citation frameworks like APA or Harvard style?
20. Why should a researcher include an explicit Checklist for the report before final publication delivery?