



BMP-001 Business Research

1. Define business research. Explain its significance in managerial decision-making.
2. Differentiate between basic and applied research with suitable examples.
3. Discuss the ethical considerations involved in conducting business research. Amazon India
4. What are the essential components of a research design? Illustrate with examples.
5. Compare and contrast exploratory, descriptive, and causal research designs.
6. Explain the steps involved in formulating a research hypothesis.
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7. Describe various primary data collection methods used in business research.
8. What is sampling? Discuss different sampling techniques and their applications.

9. Highlight the challenges faced during data collection and suggest ways to overcome them.
10. Explain the process of data coding, editing, and tabulation in research.
11. Discuss the importance of statistical tools in analyzing business research data.
12. How do researchers ensure the reliability and validity of their data analysis?
13. Evaluate the role of technology in enhancing the effectiveness of business research.
14. Outline the key components of a well-structured research report.
15. What are the common pitfalls in report writing, and how can they be avoided?