

How to frame Business Management internal assessment research question?

	Question	Remarks
1	Why are XXX Cyber café's profits declining?	General and very broad question. It should be specific.
2	What measures can XYZ bakery take to revitalize its profitability?	Instead of what measures, candidate should have analysed the particular measure or method.
3	What measures can XXX Residential School take to arrest increasing teacher turnover to improve the academic performance of the students?	Good question. Should have improved by analyzing a particular measure. This question is very specific about the problem and expected result.
4	What type of diversification of operations at XXX Xerox would arrest its declining profits	Candidate should have analysed the particular method of diversification
5	What measures can XXX Tailors take to improve its cash flow?	Candidate should have analysed the particular measure to improve the cash flow.
6	Should XXX Gems stop outsourcing of making of gold ornaments in order to increase its profit margin	Good question
7	How can XXX revitalize profitability through innovations and changes in its product portfolio?	Good question
8	How can the employees of XXX be motivated in order to increase levels of customer satisfaction, sales and revitalize profitability	Good question could have been framed better.

	Question	Remarks
1	How can XXX Company improve its labour productivity?	Question is not specific
2	How can XXX Company improve industrial relations?	Question is not specific
3	How can XXX Company reduce labour problems?	Question is not specific
4	How can XXX Company reduce labour problems to increase its profitability?	Better, could have been improved
5	Would solution to labour problems at XXX Company increase its profitability?	Instead of saying solution, candidate should have mentioned specific solution to the labour problem.
6	Would <u>non-monetary motivation</u> methods reduce <u>industrial relations problems</u> to improve <u>labour productivity</u> at XXX Company?	Good question.

Let us take this question as an example:

Would non-monetary motivation methods reduce industrial relations problems to improve labour productivity at XXX Company?

Good research question should have three important parts:

1	2	3
Method	Problem	Aim or expected result
Non- monetary motivation	Worsening industrial relations	Improve labour productivity