



Title : MRSL Orientation on Questionnaire Development

Date: 17/03/2025

Venue: Seminar Hall, RVIM

Time: 11AM-1PM

Event: Workshop

No. of Participants: 180

Event Coordinators: Dr Tamizharasi D

Objectives of the Event

- The primary objectives of the International Conference were to:
- Orient MBA students towards the Managerial Research Skills Lab (MRSL) framework and its expectations.
- Develop a strong conceptual and practical understanding of questionnaire design as a core tool in management research.
- Enable students to identify appropriate measurement scales, variables, and constructs relevant to their research problems.
- Enhance students' competencies in primary data collection, ensuring validity and reliability of research instruments.
- Bridge the gap between theoretical research concepts and practical application in management research.

Brief Description of the Event

The MRSL Orientation on Questionnaire Development was organized to provide comprehensive guidance to MBA students on one of the most critical components of research methodology—questionnaire construction. The session focused on aligning questionnaire development with the requirements of the Managerial Research Skills Lab (MRSL), a credit-based course emphasizing research quality, conference presentation, and publication readiness.

The resource person discussed the systematic process of questionnaire design, including problem identification, formulation of research objectives, development of constructs, selection of appropriate scales (nominal, ordinal, interval, and ratio), and structuring of questions using Likert and other scaling techniques. Practical illustrations and real-time examples were used to help students understand common errors in questionnaire framing and methods to avoid bias and ambiguity.



The interactive nature of the session encouraged student participation, clarifications, and critical thinking, thereby strengthening their confidence in independently developing research instruments for their MRSL projects.

Profile of the Resource Person:

Dr. Naveen is a distinguished academician from the Indian Institute of Planning and Management (IIPM), Bangalore, with extensive experience in management education and research methodology. He has guided numerous postgraduate research projects and has conducted multiple workshops and training programmes on research design, data collection tools, and empirical analysis. His expertise lies in simplifying complex research concepts and making them accessible to management students.

Outcome Attained:

- Students gained clarity on the end-to-end process of questionnaire development aligned with MRSL requirements.
- Enhanced understanding of construct operationalization and scale selection for management research.
- Improved ability to design structured, valid, and reliable questionnaires for empirical studies.
- Increased research preparedness among MBA students for synopsis presentation, conference submission, and publication.
- The session contributed significantly to inculcating a research-oriented mindset among students and strengthening the institution's research culture.



Event Co-ordinator



Director