

Ans=5

Formulation of Research Problem

A research problem, in general, refers to some difficulty which a researcher experiences in the context of either a theoretical or practical situation and wants to obtain a solution for the same.

Formulating the research problems acts as a major step or phase in the research methodology. Defining a problem properly and clearly is a crucial part of a research study.

Formulation of Research problem involves the following steps:-

- a. Statement of the problem in a general way.
- b. Understanding the nature of the problem
- c. Surveying the available literature

d. Developing the Ideas through discussion.

e. Rephrasing the research problem.

After understanding the nature of problem a preliminary analysis may be carried out applying the following techniques:-

(i) Situation Analysis :-

It means the the circumstances under which the research is being conducted. It is useful to take note of the factors affecting the marketing operations in a business organisation.

(ii) Informal Investigation :-

It refers to the discussion with a few selected customers, dealers, top management personnel of the company and other parties concerned with the problem. The problem and proposed techniques to solve it are thoroughly discussed with a panel of experts and respondents.