

## Business Research Methods: Module 1

Question	Answer1	Answer2	Answer3	Answer4	CorrectOption	Ima
All the items under consideration in any field of enquiry constitutes a/an	Sample	Respondent	Universe	Population	Answer 3	
Social research is the scientific study of	society	theory	nature	history	Answer 1	
Following is a definite plan for obtaining a sample from a given population	Sample unit	Sample design	Sample size	Census	Answer 2	
Research design is known as what of whole research activity.	blueprint	plan	structure	unstructured	Answer 1	
Following is a tentative proposition formulated to determine its validity.	research design	Sample design	hypothesis	sampling	Answer 3	
A researcher uses which sampling method when the sample for the study is very rare or limited	Convenient	Judgment	Purposive	Snowball	Answer 4	
Which variable is directly not related to the purpose of the study but may affect the dependent variable	Moderating	Extraneous	Intervening	Simple	Answer 2	
Following is one of the methods of logical reasoning process.	Interview	Observation	Induction	Experiment	Answer 3	
Pure research lays the foundation for which research	Historical	Applied	Descriptive	Basic	Answer 4	
Two variables are called	Dependent variable	Independent variable	Continuous variable	Discrete variable	Answer 2	
Survey research studies	Circumstances	Events	Populations	Processes	Answer 3	
The main goal of which research is to expand man's knowledge	Applied	Quantitative	Basic	Qualitative	Answer 3	
The ethnographic approach to qualitative research comes largely from the field of	Anthropology	Applied research	Aesthetic sense	Attributes	Answer 1	
Following sampling is useful if the population is non-homogenous	Simple random	Stratified	Systematic Random	Cluster	Answer 2	
Following is a small pre-testing research conducted with few samples	Census	Survey	Questionnaire	Pilot study	Answer 4	

In research, the foremost step that comes into play is that of	Literature Review	Deciding sample design	Developing a hypothesis	Defining the research problem	Answer 4
The difference between the unknown values of population and the values obtained from the sample are	sampling frame	sampling errors	sampling size	sampling unit	Answer 2
Alternative Hypothesis is denoted by	Ho	H1	H	Hy	Answer 2
In the purposive method of sampling design, items are selected according to	Law of certainty	Law of probability	Personal judgement	Influence	Answer 3
Sampling involves both design choice and	Research design	Sample size	Quantitative value	Qualitative value	Answer 2
Action research means	A longitudinal research	An sample research	A research initiated to solve an immediate problem	An applied research	Answer 4
Research is	searching again and again	finding solution to any problem	working in scientific way	to search for truth of any problem	Answer 2
Analysis of data must reveal what is called	insights	investigation	information	insider	Answer 1
Following acts as a focal point for research study	Variable	Elements	Observation	Hypothesis	Answer 4
Age, income and temperature are continuous variables and number of children and gender are which variables	Numerical	Discrete	Measurable	Functional	Answer 2
In the process of conducting research " Formulation of Hypothesis" is followed by	Statement of Objectives	Selection of research tools	Analysis of data	Collection of data	Answer 3
Reading the articles and researches already published in the area of research problem is called as	Variable	Observation	Literature Review	Sample study	Answer 3
Study of evolution of man is an exapmple of	Historical research	Applied research	Basic research	Descriptive research	Answer 1
Out of the following, research is often considered as by what term while dealing into specific problem or situation	social science	scientific enquiry	investigation	survey	Answer 2

Relationship between two variables in research is observed by cause and	effect	sorrow	solution	evaluation	Answer 1
Qualitative researchers aims to gather an in depth understanding of whose behaviour	attitude	human	social	object	Answer 2
Research is also an which exercise	visual	virtual	academic	attitude	Answer 3
Empirical research derives knowledge from which experiences	past	actual	future	pre determined	Answer 2
Following research helps to understand the cause-effect relationship between two or more variables	Exploratory	Diagnostic	Descriptive	Fundamental	Answer 2
Which hypothesis lie at the lowest level of abstraction	Complex	Analytical	Commonsense	Working	Answer 3
Business research is termed as systematic and objective process of gathering, recording and analysing data for aid in making	vision	mission	goals	business decisions	Answer 4
	<b>Business Research</b>				
<b>Question</b>	<b>Answer1</b>	<b>Answer2</b>	<b>Answer3</b>	<b>Answer4</b>	<b>CorrectOption</b> <b>Ima</b>
What is a systematic investigation to search for new facts in any branch of knowledge.	Research design	Research process	Sampling	Research	<b>Research</b>
In case of _____, the entire universe is contacted to collect the data.	Disguised	Structured	Descriptive	Unstructured	<b>Disguised</b>
What can be called as blueprint of collection, measurement & analysis of data.	Sampling	Research	Process	Research design	<b>Research design</b>
What involves assigning numerical values to various degrees of opinion, attitude, quality & other abstract things.	Scaling	Research	Numerology	Sampling	<b>Scaling</b>
Which research is designed to solve practical problems of the modern world.	Basic	Applied	Qualitative	Quantitative	<b>Applied</b>
What is a tentative proposition formulated to determine its validity.	Hypothesis	Research design	Process design	Sample design	<b>Hypothesis</b>

When the researcher uses devices like cameras, video tapes, stop watches, etc., then, it is called as observation.	Mechanical	Structured	Disguised	Undisguised	<b>Mechanical</b>
Research uses _____ method to find facts or to provide solutions to specific problems.	Social	Scientific	Natural	Artificial.	<b>Scientific</b>
_____ refers to the type of people selected for research.	Design.	Population type.	Sample size.	Respondent size.	<b>Population type.</b>
The steps of research are known as Research_____.	Design.	Process.	Types.	Layout.	<b>Process.</b>
Research always comes out as a ___to any problem.	New problem.	Innovation.	Solution.	Probable solution.	<b>Solution.</b>
What is the entire method of research to be done.	Design.	Process.	Research Methodology.	Technique.	<b>Research Methodology.</b>
The main goal of which research is to expand man's knowledge.	Basic	Qualitative	Applied	Quantitative	<b>Basic</b>
which of the following research helps to understand the cause-effect relationship between two or more variables.	Exploratory	Diagnostic		Descriptive	<b>Casual</b>
which of the following research involves interpreting past events to predict future ones.	Historical	Exploratory	Casual	Descriptive	<b>Historical</b>
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The first hand data is known as	Information	Primary Data	Secondary Data	Official Data	Answer2
Data collected through sources such as newspapers, magazines, journals, internet refers to	Information	Primary Data	Secondary Data	Official Data	Answer3

Out of the following which are the sources of Primary data?	Periodicals	Journals	Surveys	Case studies	Answer3
Select the correct statement from the following	Primary data is more expensive in nature than secondary data	Secondary data is raw data	Secondary data is precise in nature	Primary data is quick and not time consuming	Answer1
Observation methods as a source of data collection comes under	Quantitative Data	Primary Data	Secondary Data	Official Data	Answer2
Observation method as a source of data collection is _____ in nature	Subjective	Objective	Quantitative	Irrational	Answer1
Observing behavior as it occurs refers to	Indirect Observation	Direct Observation	Disguised Observation	Undisguised Observation	Answer2
Observing the effects or results of the behavior rather than the behavior itself refers to	Indirect Observation	Direct Observation	Disguised Observation	Undisguised Observation	Answer1
When the subject is unaware that he or she is being observed, it refers to	Indirect Observation	Direct Observation	Disguised Observation	Undisguised Observation	Answer3
When the respondent is aware of they being observed, it refers to	Indirect Observation	Direct Observation	Disguised Observation	Undisguised Observation	Answer4
When the researcher identifies beforehand which behaviors are to observed and recorded it refers to	Direct Observation	Indirect Observation	Structured Observation	Unstructured Observation	Answer3
When a human observer is replaced with some form of static observing device it refers to	Sturctured Observation	Unstructured Observation	Human Observation	Mechanical Observation	Answer4
It is a small group of 8-10-12 people whose discussions led by a trained moderator	Focus Group	Research Group	Marketing Group	Intership Group	Answer1
The objective of a focus group is to	Launch a new product	Promote a new product	Generate ideas	Customer relationship management	Answer3
Placing a person in a decision making situation and asking him or her to verbalize everything that is important in a decision making refers to	Focus Groups	Depth Interview	Projective Techniques	Protocol Analysis	Answer4
Asking probing questions on one-on-one basis to a subject by a trained person refers to	Depth Interview	Focus Groups	Projective Techniques	Protocol Analysis	Answer1

When participants are placed in simulated situations or activities in hope of revealing the truthful answers pertaining to a topic under study it refers to	Depth Interview	Projective Techniques	Focus Groups	Protocol Analysis	Answer2
When primary data is collected by a researcher by observing cause-effect relationship amongst the variables under study it refers to	Experimentation	Projective Techniques	Focus Groups	Protocol Analysis	Answer1
Literature review forms a part of _____ source of data	Primary	Secondary	Raw	Processed	Answer2
The quality of decisions is good and more organic for which of the following source of data	Primary	Secondary	Raw	Processed	Answer1
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Primary data for the research process be collected through	Survey	News	Whatsapp	SMS	Answer1
The data obtained by conducting a survey is called:	Secondary data	Primary data	Continuous data	Qualitative data	Answer2
A survey in which information is collected from each and every	Sample Survey	Pilot Survey	Biased Survey	Census Survey	Answer 4
Which form of data below can usually be obtained more quickly and at a lower cost than the others?	Secondary data	Primary data	Continuous data	Qualitative data	Answer4
Secondary data consists of information _____.	That already exists somewhere and was collected for another purpose	Used by competitors	That does not currently exist in an organised form	That already exists somewhere and is outdated	Answer1

Survey research, though used to obtain many kinds of information in a variety of situations, is best suited for gathering _____ information.	Attitudinal	Personal	Preference	Descriptive	Answer4
Survey research is least likely to be conducted through which of the following?	Observation	Person-to-person interactions	The telephone	The Web	Answer1
In marketing research, the _____ phase is generally the most expensive and most subject to error.	Data Validation	Data collection	Planning	Interpreting and reporting the findings	Answer2
What are three popular methods for obtaining primary data?	Experimentation; personal interview; Delphi technique.	Survey; interviews; experimentation.	Interviews and surveys; observation; experimentation.	Interviews and surveys; observation; Harrison methodology.	Answer3
_____ method is the gathering of primary data by watching people.	Survey	Informative	Observational	Experimental	Answer3
Information collected from online databases is an example of _____ data.	Primary	Observational	Secondary	Experimental	Answer3
Providing the background necessary to understand the problem situation is a common use for _____	Primary data	Secondary data	Exploratory data	Explanatory data	Answer2
If time is of the essence for a research project, the preferred contact method is :	Mail	Telephone	Intercept interview	Personal interview	Answer2
If flexibility is the most important criterion for a research project, the preferred contact method is _____	Intercept interview	Telephone	Focus group	Personal interview	Answer4
There are _____ types of scales to measure responses.	2	3	4	6	Answer3
There is no numerical sanctity in _____ scale	Nominal	Ordinal	Ratio	Interval	Answer1
_____ scale gives range of options from one extreme to another.	Likert	Nominal	Ratio	Interval	Answer1

_____ gives liberty to answer in own words.	Multiple Choice Questions	Two-way Questions	Close ended questions	Open Ended Questions	Answer4
A questionnaire is a _____ schedule	not formal	long	short	formalised	Answer4
Semantic Differential Scale was developed by _____	Likert	Osgood	David	Rubin	Answer2
	<b>Business Research</b>				
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Which of the following refers to arranging the data in different groups according to common characteristics	Editing	Coding	Classification	No coding	Answer3
What is the measure of aggregate discrepancies between actual and expected frequencies.	Chi-square	ANOVA	T distribution	Mode	Answer1
Interpretation of data is the _____ of the research process.	Climax	Starting point	First step	Second Step	Answer1
Preliminary Screening of data is normally on the basis of relevance, reliability and _____	Practical unity	Compactness	usefulness	easy availability	Answer1
Computer editing is better than manual editing as it is economical, accurate and _____	faster	slow	reliable	unreliable	Answer1
Editing is initial _____ of data to check its accuracy	scrutiny	classification	analysis	coding	Answer1
Data processing involves editing, coding and _____ of data	discarding	tabulation	verification	checking	Answer2
Unreliable and incomplete data are for research work _____	accepted	discarded	used	not used	Answer2
Editing of data is a _____ job	casual	skilled	unimportant	unnecessary	Answer2
When answer is completely omitted to a question in the questionnaire, it is called _____	yes answer	positive answer	negative answer	no reply answer	Answer4
Coding includes pre coding and _____	no coding	negative coding	positive coding	post coding	Answer4



Editing is followed by _____	Classification	data collection	coding of data	tabulation	Answer3
Tabulation is possible manually or _____	accounting	mechanically	actually counting	with the help of computer	Answer2
Graphical presentation is a _____ of data	Visual display	tabular	easy of quick display	simple display	Answer1
Analysis of data means _____ of data	Quick study	Critical Study	Casual Study	Easy Study	Answer2
Data analysis facilitates _____ of data	interpretation	understanding	quick study	report writing	Answer1
Interpretation of data is the _____ of the process.	objective	casual	easy of quick display	subjective	Answer4
Use of technology makes data processing work _____	Easy	Economical	Fast	Costly	Answer2
What measures two continuous variables on ratio scale.	Chi-square	Z-test	t-test	ANOVA	Answer1
T-test judges the significance of a sample _____	Mean	median	mode	chi square	Answer2
Z-test is used to measure _____ among data.	similarity	difference	proportion	insimilarity	Answer3
What is the process of assigning member to all possible answer to each question	Classification	coding	tabulaion	graphical	Answer2
What is used for testing goodness of fit for data.	Chi-square	f-test	t-test	ANOVA	Answer1
A risk associated with rejecting a true null hypothesis is known as _____	Type I error	Type II error	Population error	Type III error	Answer1
Mean Median and Mode are _____	way of sampling	Measure of central tendency	measure of dispersion	coding	Answer2
What is the process of grouping of collection data into different categories.	Editing	Coding	Classification	Scaling	Answer3
The probability of committing a Type I Error is called the _____	Chi-square	Significance level	beta	sample	Answer2
Which error occurs when the research fails to reject a null hypothesis which is false.	Type I error	Type II error	type IV error	Type III error	Answer2
Which chart show how a particular data changes at equal intervals in time.	Pie	Bar	Line	Frequency	Answer3

What is a process of skillfully organising of data for the purpose of data analysis and interpretation	Scaling	Sampling	Data Processing	Coding	Answer3
	<b>Business Research</b>				
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The last activity of the research process is	Research design	Sample design	Report writing	data analysis	Answer3
Written report is useful as	reference document	compact document	useful document	supporting document	Answer1
A written format of a research work is known as	sample design	research report	research design	Research Book	Answer2
A main body of report includes analysis of problem, methodology used for analysis and	presentation of findings & limitations	bibliography	summary report	index	Answer1
Title page includes Name of the candidate, Submission Month & Year and	presentation of findings & limitations	index	Title of the thesis	abstract	Answer3
Reference material includes _____ .	Bibliography and footnotes	content	Acknowledgement	Letter of Transmittal	Answer1
The following lists all the main chapter headings and the essential sub-heading in each with the appropriate page numbers against each.	Preface	Table Contents	of List of Tables	abstract	Answer2
The following consists of the titles or captions of the tables included in the thesis along with the page number where these can be located.	Preface	Table Contents	of List of Tables	Research Book	Answer3
The last section of the research report is _____ .	Introduction	Review literature	of Conclusion	summary	Answer3
On the basis of medium of communication reports are classified as	Oral and Written	Popular and Detailed	Interim and Abstract	publication and article	Answer1

Popular report submitted to company executives for	Detailed studying	Consideration & Decision making	Recommendations	reference purpose	Answer2
A good report should be	Subjective	Objective	Defective	Biased	Answer2
Concluding part of research activity is	Report writing	bibliography	Appendix	Citation	Answer1
The first section of research paper is	Abstract	Introduction	Analysis	Bibliography	Answer2
Footnotes basically offer convenience to	researcher	readers	respondents	research staff	Answer2
What is a statement of fact and figures, prepared for the purpose of information action.	Report	Footnote	Bibliography	Hypothesis	Answer1
Which report is prepared when there is a long gap between data collection and presentation of final report.	Summary	Interim	Technical	Final	Answer2
What is designed for publication in a professional journal.	Interim Report	Summary Report	Research Article	Technical	Answer3
What is useful in providing helpful supplementary information and citations at the bottom of a page of text.	Research Abstract	Footnote	Bibliography	Index	Answer2
What contains the source of every reference used in the research report.	Research Abstract	Footnote	Bibliography	Index	Answer3
What constitutes integral part of the research report.	Recommendations	Conclusions	Findings	Introduction	Answer1
What is called as summary of technical report.	Recommendations	Conclusions	Research Article	Research Abstract	Answer4
	<b>Business Research</b>				
<b>Question</b>	<b>Answer1</b>	<b>Answer2</b>	<b>Answer3</b>	<b>Answer4</b>	<b>CorrectOption</b> <b>Ima</b>
What is the most important step in a research study?	Data Collection	Sampling	Report Writing	Research design	Report Writing
What is considered as formal statement of the research process and its results?	Research Report	Data Analysis	Hypothesis	Research design	Research Report

What is designed by the researcher to communicate information to decision makers?	Hypothesis	Interpretation of data	Research Report	Processing of Data	Research Report
What term is used for a comprehensive full report of the research process and its out comes?	Technical Report	Popular Report	Interim Report	Summary Report	Technical Report
What type of report is designed for publication in a professional journal?	Summary Report	Research Article	Thesis	Documentation	Research Article
All important statements of facts should be supported by what?	Evidence	Footnote	Content	Reference	Evidence
Footnotes are of how many kinds?	One	Four	Three	Two	Two
Which report is generally prepared for the consumption of the lay audience?	Summary Report	Research Abstract	Research Article	Interim Report	Summary Report
Which report is designed for an audience of executives and other Non-Technical users?	Popular report	Technical Report	Summary Report	Research Abstract	Popular report
Which report is prepared for long time lag between data collection and its presentation?	Interim Report	Summary Report	Research Abstract	Research Article	Interim Report
What involves the application of fundamental ethical principles to a variety of topics?	Honesty	Objectivity	Carefulness	Research Ethics	Research Ethics
The academic research enterprise is built on what foundation?	Openness	Confidentiality	Legality	Trust	Trust
Who is responsible to publish advance research and who avoid wasteful and duplicative publication?	Responsible Publication	Social Responsibility	Competence	Non-Discrimination	Responsible Publication
What is the presentation of the work of another person as ones own or without proper acknowledgement?	Summary Report	Quoting	Referencing	Paraphrase	Plagiarism
What is also being a science that aspires for the goal objectivity?	Sociology	Psychology	Research Design	Ethics	Sociology
What method should be used to obtain results from one cross chick with those to other?	Data Collection Research	Hypothesis	Report Writing	Sampling	Data Collection Research

What are the two most important distinct concepts in research?	Confidentiality and Anonymity	Honesty and Objectivity	Carefulness and Openness	Responsible Publication and Responsible Mentoring	Confidentiality and Anonymity
What thing should be considered to avoid plagiarism?	Paraphrase	Quoting	Confidentiality	Objectivity	Paraphrase
What is unfair treatment to respondent is considered as?	Ethical	Unethical	Acceptable	Not Proper	Unethical
What is necessary for minimising the evil of plagiarism?	Heavy Penalty	Legal Action	Proper Education	Strict Action	Proper Education

Image File Path



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