

Online Examinations (Even Sem/Part-I/Part-II Examinations 2020 - 2021)

Course Name - –Business Research Methods

Course Code - MBA206

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- M.SC.CS)
- M.SC.(ANCS)
- M.SC.(MM)
- B.A.(Eng)

Answer all the questions. Each question carry one mark.

9. 1.The purpose of the research proposal is

Mark only one oval.

- To generate monetary sources for the organization
- To present management question to be researched and its importance
- To discuss the research efforts of others who have worked on related management question
- None of these

10. 2.A proposal is also known as a

Mark only one oval.

- Work plan
- Prospectus
- Draft plan
- All of these

11. 3.The step-by-step process by which the research project is conducted and completed is known as

Mark only one oval.

- The research process
- The process of describing research
- The process of developing research ideas
- The process of gathering data for a research project

12. 4.The four frameworks approach to the research project is an approach whereby

Mark only one oval.

- The researcher uses one of four frameworks to help design the research project
- Where the researcher carries out four research projects
- The first framework, the conceptual framework, shapes, supports and directs the other three frameworks
- Four methodologies are used in the research project

13. 5.Social research is

Mark only one oval.

- About statistical analysis
- About investigating some aspect of the social world
- Done by sociologists
- Always complex and difficult to understand

14. 6.A case study research methodology is useful in

Mark only one oval.

- Studies that involve very large populations
- The study of a bounded entity, such as a business, or a class, or a club, or an event
- Studies that involve large populations spread over large geographic areas
- Statistical analysis

15. 7.If it suits the requirements of the research the researcher may decide

Mark only one oval.

- To work with a sample taken from the population
- To work with a universe taken from the population
- To work with a pyramid taken from the population
- To work with a galaxy taken from the population

16. 8.Secondary data can almost always be obtained more quickly and at a lower cost than _____ data.

Mark only one oval.

- Tertiary
- Collective
- Research
- Primary

17. 9.The literature review that the researcher writes becomes the

Mark only one oval.

- Conceptual framework for the research project
- Theoretical framework for the research project
- Methodological framework for the research project
- Analytical framework for the research project

18. 10.Data is

Mark only one oval.

- Literature gathered for a research project
- Information or evidence gathered for a research project
- Always difficult to source for a research project
- Always complex when used in a research project

19. 11. Business research is

Mark only one oval.

- About statistical analysis
- Always complex and difficult to understand
- About investigating some aspect of business
- Not really relevant

20. 12. A survey research methodology is particularly useful in facilitating the study of

Mark only one oval.

- People at work
- Women at work
- Very large populations and geographically scattered populations
- The workforce

21. 13. Every research project should begin with

Mark only one oval.

- A statement of the research
- A decision about the data gathering methods to be used
- A decision about the research methodology to be used
- An understanding of the overall conclusion that will be drawn

22. 14.Observation, questionnaires and interviews are all

Mark only one oval.

- Research methodologies
- Theoretical frameworks
- Fundamental philosophies
- Data gathering methods

23. 15.Quantitative data are data in the form of

Mark only one oval.

- Images
- Numbers, numerical data
- Attitudes
- Impressions

24. 16.The research idea is refined in order to produce

Mark only one oval.

- The literature review
- The theoretical framework
- The well conceptualised research statement/question
- The objectives of the research

25. 17. One of the most critical steps in any research project is the process of

Mark only one oval.

- Engaging with the research supervisor
- Growing the research project to the largest size possible
- Engaging as many research participants as possible
- Limiting its scope

26. 18. A sample is

Mark only one oval.

- A small research project
- A small literature review
- A subset of the population of the study
- A small set of data

27. 19. Surveys tend to be

Mark only one oval.

- Qualitative research projects, or largely qualitative research projects
- Feminist research projects, or largely feminist research projects
- Quantitative research projects, or largely quantitative research projects
- Image-based research projects, or largely image-based research projects

28. 20.The basic rule of probability sampling is

Mark only one oval.

- That each member of the population has an equal probability of being selected for inclusion in the universe
- That each member of the population has an equal probability of being selected for inclusion in the pyramid
- That each member of the population has an equal probability of being selected for inclusion in the galaxy
- That each member of the population has an equal probability of being selected for inclusion in the sample

29. 21.In non probability sampling, the sample is selected to represent the population but

Mark only one oval.

- It cannot be said to be representative of the population, in any statistical sense
- It cannot be said to be stratified sampling, in any statistical sense
- It cannot be said to be cluster sampling, in any statistical sense
- It cannot be said to be simple random sampling, in any statistical sense

30. 22.There are particular and substantial ethical issues in engaging in research with

Mark only one oval.

- Big population
- Small population
- Broad population
- Vulnerable population

31. 23. When the researcher knows what data is required for the research project and how best to gather that data

Mark only one oval.

- The researcher gathers the data
- The researcher analyses the data
- The researcher can design the means to gather the data
- The researcher manages the data

32. 24. Secondary sources do not provide

Mark only one oval.

- Original information or evidence
- Reference details
- Useful data
- Valid data

33. 25. A source can be primary in one context and

Mark only one oval.

- Tertiary in another context
- Valid in another context
- Secondary in another context
- Reliable in another context

34. 26.The main kinds of observation used in data gathering are

Mark only one oval.

- Near observation and distant observation
- Participant observation, non-participant observation (or simple observation) and covert observation
- Close observation and distant observation
- Researcher observation and non-researcher observation

35. 27.Participant observation is a data gathering method in which

Mark only one oval.

- The research participants participate in the action being observed
- The research supervisor participates in the action being observed
- The researcher participates in the action being observed
- No one participates in the action being observed

36. 28.The decision to use observation in any study is taken in response to

Mark only one oval.

- The wishes of the researcher
- The wishes of the research supervisor
- The data requirements of the research project and the location of that data
- The wishes of the participants in the research

37. 29. In a pilot study

Mark only one oval.

- The researcher tests the design of the research project, usually the data gathering method(s) to be used in the research project, before carrying out the research
- The research supervisor carries out the research
- The research project is designed but it is not carried out
- The student researcher learns how to carry out research

38. 30. Focus groups are generally used when

Mark only one oval.

- The researcher hasn't time to interview participants
- The researcher doesn't want to interview participants
- The researcher refuses to interview participants
- The researcher wants the participants to focus on a particular phenomenon and through that focus, generate some ideas about or insights into the phenomenon under investigation

39. 31. Bias in research is

Mark only one oval.

- Anything that compromises or contaminates the research or the data
- The way researchers tend to favour particular areas of research
- The way researchers tend to favour particular methodologies in research
- The way researchers tend to favour particular methods of research

40. 32.Semi-structured interview and focus group schedules allow

Mark only one oval.

- The researcher the opportunity to express themselves relatively freely with regard to the phenomenon under investigation.
- Participants the opportunity to express themselves relatively freely with regard to the phenomenon under investigation
- The research supervisor the opportunity to express themselves relatively freely with regard to the phenomenon under investigation
- Gatekeepers in the research the opportunity to express themselves relatively freely with regard to the phenomenon under investigation

41. 33.Questionnaires are used primarily to gather

Mark only one oval.

- Quantitative data
- Qualitative data
- Quantitative and qualitative data
- Secondary data

42. 34.Data gathering techniques are part of

Mark only one oval.

- The conceptual framework
- The theoretical framework
- The methodological framework
- The analytical framework

43. 35.The key issues in the design of a questionnaire are

Mark only one oval.

- The attitude of the researcher and the interest of the research supervisor
- The attitude and interest of the participants in the research
- The content of the questions, the presentation of the questions, the order of the questions, and the length of the questionnaire
- The methodology used in the research, the population of the research, whether or not a sample was used, and if one was, the sample method used

44. 36.When you think of a question to ask in a questionnaire

Mark only one oval.

- Imagine asking a research participant to respond to that question and then try to imagine the kind of response they would likely make. That response will be the data you gather
- Include it immediately in your questionnaire
- Ask your research supervisor if it would be acceptable to include it in your questionnaire
- Ask your friends and classmates if it would be acceptable to include it in your questionnaire

45. 37.The higher the response rate

Mark only one oval.

- The more work for the researcher
- The less likelihood there is that all of the data will be analysed
- The less valid the research
- The better. Non responses change the nature of the study and the claims that can be made about the study

46. 38.SPSS, Atlas ti and NVivo are all examples of

Mark only one oval.

- Conceptual frameworks
- Methodological frameworks
- Data analysis software packages
- Analytical frameworks

47. 39.Simple and small quantitative data sets can be analysed

Mark only one oval.

- Only with the use of a software package like SPSS
- By simply counting the numbers and calculating simple statistics in relation to them
- Using Atlas ti
- Using NVivo

48. 40.Data analysis software packages are particularly helpful

Mark only one oval.

- In sourcing literature
- In managing data and data analysis
- The work of outlining the aim and objectives of the study
- When making decisions about data gathering methods

49. 41.The fourth and final stage of data analysis is the stage of

Mark only one oval.

- Describing data
- Gathering data
- Managing data
- Theorisation

50. 42.The key findings, the key data and the key interpretations of the data are

Mark only one oval.

- Not presented in the data analysis chapter or in the data analysis section of the report of the research
- Presented in the data analysis chapter or in the data analysis section of the report of the research
- Lost in all of the detail of the data analysis that is presented in the data analysis chapter or in the data analysis section of the report of the research
- Presented in the research methodology chapter of the thesis, in the research methodology section of the report of the research project

51. 43.Sometimes respondents don't answer all the questions in a questionnaire, these non responses become

Mark only one oval.

- Critical data
- Outlying data
- Missing data
- Significant data

52. 44. When data has been loaded into a software package it has to be

Mark only one oval.

- Covered
- Cleaned
- Closed
- Compiled

53. 45. Percentages

Mark only one oval.

- Are the same as ratios
- Can be used to calculate the standard deviation
- Are a good approximation of the interquartile range
- A particular kind of scale with measures of 1 to 100

54. 46. Graphing data, like tabulating data

Mark only one oval.

- Is helpful in the construction of a theoretical framework
- Is helpful in the calculation of the mean, mode and median
- Allows for the communication of the range and the interquartile range
- Allows for the communication of large quantities of data in a very succinct manner

55. 47.A good way of learning how to present data is to

Mark only one oval.

- Examine how other researchers present data, e.g. in journal articles
- Practice writing theoretical frameworks
- Read about the different research methodologies
- Study the different ways of gathering data

56. 48.Within qualitative data analysis the researcher and the role of the researcher are made evident

Mark only one oval.

- In the obvious manner
- In a reflexive manner
- In a scholarly manner
- In a scientific manner

57. 49.Many of the data collection methods used in qualitative research produce data that is

Mark only one oval.

- PC
- SQ
- PQ
- MC

58. 50. Qualitative data can be analysed thematically

Mark only one oval.

- In terms of descriptive statistics
- In terms of inferential statistics
- In terms of discourses
- In terms of themes

59. 51. In the final chapter the researcher

Mark only one oval.

- Presents the conclusions and recommendations of the study
- Presents the context for the research
- Presents the background to the study
- Presents the research proposal

60. 52. The overall conclusion the researcher draws in the final chapter is

Mark only one oval.

- A simple idea the researcher has
- No more than a hunch that the researcher has
- Developed from all of the minor conclusions presented in the data analysis chapter, so it emerges from the data gathered, and it is informed by the review of the literature
- A guess that the researcher makes

61. 53.To learn how to present conclusions

Mark only one oval.

- Ask someone to show you how
- Ask your classmates to show you how
- Ask your research supervisor to show you how
- It is a good idea to examine the manner in which conclusions are presented by other researchers, in journal articles and in theses in the library

62. 54.Recommendations are

Mark only one oval.

- Courses of action the researcher recommends based on the findings and conclusions of the study
- Simply a couple of ideas that the researcher jots down
- Long and complicated theoretical posturings that the researcher engages in
- Never taken seriously

63. 55.The research process is

Mark only one oval.

- A scientific endeavour
- A creative endeavour
- An endeavour that is neither creative nor scientific
- An endeavour that is both creative and scientific

64. 56.A _____ scale only assigns numbers to objects to classify the objects according to the characteristic of interest

Mark only one oval.

- Ratio
- Ordinal
- Nominal
- Interval

65. 57.Survey is always a _____ study

Mark only one oval.

- Field
- Laboratory
- Office
- Class room

66. 58.Research conducted in class room atmosphere is called

Mark only one oval.

- Field Study
- Survey
- Laboratory Research
- Empirical Research

67. 59.Which of the following is not a data-collection method?

Mark only one oval.

- Research questions
- Unstructured interviewing
- Postal survey questionnaires
- Participant observation

68. 60.The statistical tool used to identify the degree of association between two variables is:

Mark only one oval.

- Correlation
- Regression
- Interpolation
- None of these

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