

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

Course Name - –Business Research

Course Code - BBAC401

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Answer all the questions. Each question carry one mark.

9. 1. Every research proposal, regardless of length should include two basic sections.
They are

Mark only one oval.

- Research question and research methodology
- Research proposal and bibliography
- Research method and schedule
- Research question and bibliography

10. 2. A proposal is also known as a

Mark only one oval.

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

11. 3. The purpose of _____ research is to help in the process of developing a clear and precise statement of the research problem rather than in providing a definitive answer.

Mark only one oval.

- Marketing
- Causal
- Exploratory
- Descriptive

12. 4. 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

13. 5. 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

14. 6. Data analysis is

Mark only one oval.

- A very complex process
- The analysis of data. Data is analysed, findings are produced, conclusions are drawn and recommendations are made
- The means by which data is gathered for a research project
- The final step in the research process

15. 7. 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

16. 8. 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

17. 9. Validity in relation to the research project relates to

Mark only one oval.

- How logical, truthful, robust, sound, meaningful, reasonable and useful the research is
- How long the research takes to carry out
- The size of the written record of the research
- The relationship between the researcher and the research supervisor

18. 10. The stated objectives of the research project are

Mark only one oval.

- Aspirations the researcher has for the research project
- A complete list of all of the things the researcher hopes to accomplish with the research
- The steps the researcher takes in order to accomplish the aim of the research
- The standards the research supervisor sets down for the research project

19. 11. The first question a researcher asks themselves when they start a research project is

Mark only one oval.

- Why do I have to do this?
- Who can I get to help me with this?
- What am I going to do?
- When am I going to be finished with this?

20. 12. Qualitative data is

Mark only one oval.

- Non numerical data
- Numerical data
- Statistical data
- Data in the form of numbers

21. 13. The well conceptualised research statement/question contains all of

Mark only one oval.

- The key concepts in the research project
- Literature to be used in the research project
- The data gathering methods to be used in the research project
- Data gathered for the research project

22. 14. The population of a study is

Mark only one oval.

- All of the people involved in carrying out the research
- Every person or entity that might be included/that might participate in the research
- The researcher and research supervisor
- All the researchers involved in the research

23. 15. A research proposal is

Mark only one oval.

- A question a researcher asks another researcher
- A suggestion a researcher makes to another researcher
- A request a researcher makes of another researcher
- A formal written detailed proposal for a research project

24. 16. The researcher makes a decision on whether to work with the entire population or

Mark only one oval.

- Universe
- A sample of that population
- The methodology
- Survey methods

25. 17. If there is not enough time to conduct the research with the entire population of the study, the research will work with

Mark only one oval.

- A sample taken from the population
- A universe taken from the population
- A pyramid taken from the population
- A galaxy taken from the population

26. 18. Simple random sampling, stratified sampling, systematic sampling and cluster sampling are all examples of

Mark only one oval.

- Snowball sampling
- Non probability sampling
- Probability sampling
- Judgemental sampling

27. 19. Purposive sampling, quota sampling, convenience sampling and snowball sampling are all examples of

Mark only one oval.

- Probability sampling
- Cluster sampling
- Systematic sampling
- Non probability sampling

28. 20. 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

29. 21. Secondary data is

Mark only one oval.

- Poor quality data
- Data that is gathered after primary data is gathered
- Data that is part of the second framework
- Data from secondary sources, data that already exists

30. 22. Secondary sources do not provide

Mark only one oval.

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

31. 23. 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

32. 24. A secondary source is something written about a primary source, a secondary source often builds on

Mark only one oval.

- An unusual source
- A cryptic source
- A secondary source
- A primary source

33. 25. 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

34. 26. 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

35. 27. 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

36. 28. 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

37. 29. Interviews and focus groups can be conducted face-to-face or

Mark only one oval.

- Back-to-back
- Front to back
- Using computer mediated communication
- Using extra sensory perception

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. Online interviews are

Mark only one oval.

- Interviews conducted over the telephone
- A different form of focus group
- Better than any other kind of interview
- Interviews conducted online

40. 32. In quantitative research interviews are conducted in

Mark only one oval.

- Research laboratories
- A structured and systematic manner
- An unstructured manner
- In a haphazard manner

41. 33. Data gathering schedules are designed to

Mark only one oval.

- Provide the necessary data for the research project
- Fit into the bag the researcher carries
- Fit with the lifestyle the researcher pursues
- Provide the researcher with an introduction to the field or context within which the research will take place

42. 34. Interviewee verification is an aid to

Mark only one oval.

- Reviewing the literature
- Developing the methodological framework
- Developing the analytical framework
- Establishing the validity of the data gathered, and consequently it is an aid to establishing the validity of the research

43. 35. Questionnaires are used primarily to gather

Mark only one oval.

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

44. 36. Data gathering techniques are part of

Mark only one oval.

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

45. 37. 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

46. 38. 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

47. 39. 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

48. 40. Qualitative data analysis

Mark only one oval.

- The same as quantitative data analysis
- The analysis of numerical data using statistical methods
- Is an element of the theoretical framework
- Is the analysis of qualitative data. Qualitative data is non-numerical data

49. 41. Data management is

Mark only one oval.

- A fundamental responsibility of the research supervisor
- A fundamental responsibility of research participants
- A fundamental responsibility of the researcher
- A fundamental responsibility of the organisation where the research is carried out

50. 42. 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

51. 43. 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

52. 44. The fourth and final stage of data analysis is the stage of

Mark only one oval.

- Describing data
- Gathering data
- Managing data
- Theorisation

53. 45. The work of data analysis is a substantial project, what goes into the thesis or the report of the research is

Mark only one oval.

- A synopsis of all of the analysed data
- A complete account of all of the analysed data
- A partial account of the analysed data
- A biased account of the analysed data

54. 46. The researcher uses the coding key to

Mark only one oval.

- Understand the theory
- Understand the data
- Understand the research methodology
- Understand the data gathering methods

55. 47.A computer software package, as well as helping analyse the data, also helps with

Mark only one oval.

- The loss of data
- The location of data
- The management of data
- The complication of data

56. 48. Experimental design is

Mark only one oval.

- The methodology used in survey research
- The methodology used in case study research
- The methodology used in ethnographic research
- The methodology used when conducting experiments

57. 49. 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

58. 50. 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

59. 51. Line charts, bar charts and scattergrams are all examples of

Mark only one oval.

- Graphs used in meteorology
- Graphs used in oceanography
- Graphs used in social science research
- Graphs used in Google map research

60. 52. The aim of the process of qualitative data analysis is to

Mark only one oval.

- Produce a complex statistical profile of the phenomenon under investigation
- Provide a description of that process
- Provide a skewed perspective on the phenomenon under investigation
- Accomplish a thick description of the phenomenon under investigation

61. 53. 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

62. 54. Many of the data collection methods used in qualitative research produce data that is

Mark only one oval.

- Language based
- Relevant only to the institution within which the research was carried out
- Based on mathematical principles
- Accessible only to senior academics

63. 55. 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

64. 56. 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

65. 57. 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

66. 58. 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

67. 59. 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

68. 60. 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

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