

# Online Assessment (Even Sem/Part-I/Part-II Examinations 2019 - 2020)

Course Name - Business Research Methods

Course Code -MBA206\_MBA206(BL)\_PGDHMC205

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Answer all the questions. Each question carry one mark.

9. 1. One of the terms given below is defined as a bundle of meanings or characteristics associated with certain events, objects, conditions, situations, and the like -

*Mark only one oval.*

- Construct
- Definition
- Concept
- Variable

10. 2. The following are the synonyms for dependent variable except -

*Mark only one oval.*

- Presumed effect
- Measured Outcome
- Response
- Predicted Format

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. Data collection methods are -

*Mark only one oval.*

- The means by which literature is sourced for a research project
- The means by which data is analysed for a research project
- The means by which data is gathered for a research project
- The means by which the researcher develops a theoretical framework

13. 5. A key concept is -

*Mark only one oval.*

- A sub-section in the theoretical framework
- A source of data
- A key idea, a key word or a key phrase
- A means of gathering data

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. The conceptual framework is contained in -

*Mark only one oval.*

- The literature review
- The research methodology
- The analysis carried out for the research project
- The research statement/question

16. 8. Literature in the context of a research project is?

*Mark only one oval.*

- Published accounts of research that has been carried out and completed
- Any paper resource
- Any written material
- Any highly regarded novel or book

17. 9. The theoretical framework is -

*Mark only one oval.*

- The framework that succinctly presents all of the key concepts in the research project
- The framework the researcher builds from the literature (theory) s/he reviews for the research project
- The search for literature that the researcher carries out
- Another name for the analytical framework

18. 10. The research idea is -

*Mark only one oval.*

- The research statement/question
- The aim of the research
- Contained in the objectives of the research
- The broad area within which the researcher situates the research project

19. 11. Primary data is -

*Mark only one oval.*

- Good data
- Data that is gathered first
- Data the researcher makes or creates themselves
- Data made or created by someone other than the researcher

20. 12. Questionnaire is a

*Mark only one oval.*

- Research method
- Measurement technique
- Tool for data collection
- Data analysis technique

21. 13. One of the main problems with secondary data is -

*Mark only one oval.*

- That the data is not primary data
- That the data available may not be exactly the data required
- That it usually quantitative data
- That it is usually qualitative data

22. 14. Observation is -

*Mark only one oval.*

- A key data gathering method in the social sciences
- The role the research supervisor takes in the research process
- The role the researcher takes in the research process
- A key element of the theoretical framework



23. 15. "Controlled Group" is a term used in.....

*Mark only one oval.*

- Experimental research
- Survey research
- Historical research
- Descriptive research

24. 16. In testing a hypothesis, the common error is

*Mark only one oval.*

- Type I
- Type I & II
- Type II
- None of these

25. 17. In a focus group -

*Mark only one oval.*

- The researcher facilitates a group of people in focusing on and discussing the phenomenon under investigation
- The researcher interviews a group of people
- The researcher interviews one person
- The researcher photographs a group of people

26. 18. Questionnaire is widely used tool in which type of research?

*Mark only one oval.*

- Survey research
- Experimental research
- Historical research
- Case study research

27. 19. 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

28. 20. Schedule is a technique of collecting data through

*Mark only one oval.*

- Post
- Telephone
- An enumerator
- Observation

29. 21. Questionnaires and scales are -

*Mark only one oval.*

- Unstructured means of gathering data
- Semi-structured means of gathering data
- Structured means of gathering data
- Over structured means of gathering data

30. 22. Questionnaires can also be used to gather

*Mark only one oval.*

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

31. 23. Quantitative data analysis -

*Mark only one oval.*

- The same as qualitative data analysis
- The analysis of numerical data using statistical methods
- Is an element of the theoretical framework
- Does not draw on statistics or statistical methods

32. 24. Non – probability sampling includes

*Mark only one oval.*

- Quota sampling
- Convenience sampling
- Judgmental sampling
- All of these

33. 25. Data reduction is a fundamental aim of the process of -

*Mark only one oval.*

- Managing data
- Gathering data
- Losing data
- Data analysis

34. 26. Which type of study is loosely structured and designed to expand understanding of a topic and provide

*Mark only one oval.*

- Formal
- Causal
- Exploratory
- Descriptive

35. 27. A research paper is a brief report of research work based on

*Mark only one oval.*

- Primary Data only
- Secondary Data only
- Both Primary and Secondary Data
- None of these

36. 28. 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

37. 29. Process of obtaining a numerical description of the extent to which a person or object possesses some characteristics

*Mark only one oval.*

- Measurement
- Scaling
- Questionnaire
- Interview

38. 30. Which of the following is not a “Graphic representation”?

*Mark only one oval.*

Pie Chart

Table

Bar Chart

Histogram

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