



**BRAINWARE UNIVERSITY**  
**Term End Examination 2020 - 21**  
**Programme – Bachelor of Business Administration**  
**Course Name – Research Methodology**  
**Course Code - BBA305**

**Semester / Year - Semester III**

Time allotted : 85 Minutes

Full Marks : 70

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

**Group-A**

(Multiple Choice Type Question)

1 x 70=70

1. (Answer any Seventy )

(i) When issues to be addressed are personal, sensitive, or subject to strong social norms, a qualitative research technique generally recommended is

- |                      |                        |
|----------------------|------------------------|
| a) Focus groups      | b) Laddering           |
| c) Symbolic analysis | d) Projective research |

(ii) What is a good research? The following are correct except

- |                                       |                                   |
|---------------------------------------|-----------------------------------|
| a) Purpose clearly defined            | b) Research process detailed      |
| c) Research design thoroughly planned | d) Findings presented ambiguously |

(iii) The longitudinal approach of research deals with \_\_\_\_\_.

- |                          |                         |
|--------------------------|-------------------------|
| a) Horizontal researches | b) Long-term researches |
| c) Short-term researches | d) None of these        |

(iv) \_\_\_\_\_ is the first step of research process

- |                             |                           |
|-----------------------------|---------------------------|
| a) Formulation of a problem | b) Collection of Data     |
| c) Editing & Coding         | d) Selection of a problem |

(v) The original source from which researcher collects information is

- |                                      |                     |
|--------------------------------------|---------------------|
| a) Primary source                    | b) Secondary source |
| c) Both primary and secondary source | d) None of these    |

(vi) What is the purpose of doing research?

- a) To identify the problem
- b) To find the solution
- c) Both To identify the problem & To find the solution
- d) None of these

(vii) Which method can be applicable in collecting qualitative data?

- a) Visual
- b) People
- c) Sensory
- d) All of these

(viii) Which of the following is an example of primary data?

- a) Book
- b) Journal
- c) News Paper
- d) Census Report

(ix) Cross cultural studies are an example of

- a) Case study design
- b) Comparative design
- c) Experimental design
- d) Longitudinal design

(x) Sampling is advantageous as it \_\_\_\_\_

- a) Helps in capital saving
- b) Saves time
- c) Increases accuracy
- d) Both Helps in capital saving and Saves time

(xi) The following are the synonyms for independent variable except

- a) Stimulus
- b) Manipulated
- c) Consequence
- d) Presumed Cause

(xii) Which comes first, theory or research?

- a) Theory
- b) Research
- c) It depends on researcher's point of view
- d) None of these

(xiii) We use the literature review for:

- a) Research gap identification
- b) Research problem definition
- c) Both Research gap identification and Research problem definition
- d) Neither Research gap identification nor Research problem definition

(xiv) The core chapters of a dissertation (thesis) are:

- a) Introduction; Data collection; Data analysis; Conclusions and recommendations
- b) Executive summary; Literature review; Data gathered; Conclusions; Bibliography
- c) Research plan; Research data; Analysis; References.
- d) Introduction; Literature review; Research methods; Results; Discussion; Conclusion

(xv) When accessing the internet during the literature review, which of these steps is the most essential?

- a) Recording the full URL
- b) Noting the access dates
- c) Downloading materials to be referenced
- d) All of these

(xvi) Which of the following is not a type of non-probability sampling?

- a) Snowball sampling
- b) Stratified random sampling
- c) Quota sampling
- d) Convenience sampling

(xvii) If the value of one variable depends on another variable, the second variable is known as:

- a) Dependent variable
- b) Independent variable
- c) Neutral variable
- d) None of these

(xviii) The range of correlation coefficient scale is:

- a) +0.5 to +1
- b) -1 to +1
- c) -0.5 to +0.5
- d) -1 to -0.5

(xix) Cumulative frequency value is used to draw:

- a) Histogram
- b) Frequency polygon
- c) Ogive
- d) All of these

(xx) Stealing and publication of another author's "language, thoughts, ideas, or expressions" and the representation of them as one's own original work is termed as:

- a) Research ethics
- b) Business ethics
- c) Plagiarism
- d) None of these

(xxi) ANOVA stands for:

- a) Analysis of Variables
- b) Analysis of Variance
- c) Analysis of Variability
- d) None of these

(xxii) A list of all members of the population without duplication is called a

- a) Sample frame
- b) Sample design
- c) Census
- d) None of these

(xxiii) Research design of a study should not include

- a) Objectives
- b) Hypothesis
- c) Findings
- d) Blue Print of Research

(xxiv) Complete this sentence. A hypothesis is:

- a) a statement which serves as the basis for further investigation
- b) the methodical evaluation of research evidence
- c) a statement of the aims of an investigation
- d) All of these

(xxv) Which of the following should not be a criterion for a good research project?

- a) Demonstrates the abilities of the researcher
- b) Is dependent on the completion of other projects
- c) Demonstrates the integration of different fields of knowledge
- d) Develops the skills of the researcher

(xxvi) Research that seeks to examine the findings of a study by using the same design but a different sample is which of the following?

- a) An exploratory study
- b) A replication study
- c) An empirical study
- d) Hypothesis testing

(xxvii) Cyber bullying at work is a growing threat to employee job satisfaction. Researchers want to find out why people do this and how they feel about it. The primary purpose of the study is:

- a) Description
- b) Prediction
- c) Exploration
- d) Explanation

(xxviii) A qualitative research problem statement:

- a) Specifies the research methods to be utilized
- b) Specifies a research hypothesis
- c) Expresses a relationship between variables
- d) Conveys a sense of emerging design

(xxix) A review of the literature prior to formulating research questions allows the researcher to :

- a) Provide an up-to-date understanding of the subject, its significance, and structure
- b) Guide the development of research questions
- c) Present the kinds of research methodologies used in previous studies
- d) All of these

(xxx) The feasibility of a research study should be considered in light of:

- a) Cost and time required to conduct the study
- b) Access to gatekeepers and respondents
- c) Potential ethical concerns
- d) All of these

(xxxi) Research hypotheses are:

- a) Formulated prior to a review of the literature
- b) Statements of predicted relationships between variables

c) Both A and B

d) None of these

(xxxii) Adopting ethical principles in research means

a) Avoiding harm to participants

b) The researcher is anonymous

c) Deception is only used when necessary

d) Selected informants give their consent

(xxxiii) Ethical problems can arise when researching the Internet because:

a) Everyone has access to digital media

b) Respondents may fake their identities

c) Researchers may fake their identities

d) Internet research has to be covert

(xxxiv) A variable that is presumed to cause a change in another variable is called:

a) An intervening variable

b) A dependent variable

c) An independent variable

d) A numerical variable

(xxxv) Which correlation is the strongest?

a)  $-1.00$

b) 80

c)  $-60$

d) 5

(xxxvi) Which of the following can be described as a nominal variable?

a) Annual income

b) Age

c) Annual sales

d) Geographical location of a firm

(xxxvii) The key defining characteristic of experimental research is that:

a) The independent variable is manipulated

b) Hypotheses are proved

c) A positive correlation exists

d) Samples are large

(xxxviii) In an experiment, the group that does not receive the intervention is called:

a) The experimental group

b) The participant group

c) The control group

d) The treatment group

(xxxix) Which of the following is not ethical practice in research with humans?

- a) Maintaining participants' anonymity
- b) Gaining informed consent
- c) Informing participants that they are free to withdraw at any time
- d) Requiring participants to continue until the study has been completed

(xl) When each member of a population has an equal chance of being selected, this is called:

- a) A snowball sample
- b) A stratified sample
- c) A random probability sample
- d) A non-random sample

(xli) Which of the following statements are true?

- a) The larger the sample size, the larger the confidence interval
- b) The smaller the sample size, the greater the sampling error
- c) The more categories being measured, the smaller the sample size
- d) A confidence level of 95 percent is always sufficient

(xlii) When people are readily available, volunteer, or are easily recruited to the sample, this is called:

- a) Snowball sampling
- b) Convenience sampling
- c) Stratified sampling
- d) Random sampling

(xliii) A test accurately indicates an employee's scores on a future criterion (e.g., conscientiousness). What kind of validity is this?

- a) Predictive
- b) Face
- c) Content
- d) Concurrent

(xliv) A researcher secretly becomes an active member of a group in order to observe their behaviour. This researcher is acting as:

- a) An overt participant observer
- b) A covert non-participant observer
- c) A covert participant observer
- d) None of these

(xlv) Every research proposal, regardless of length should include two basic

sections. They are

- a) Research question and research methodology
- b) Research proposal and bibliography
- c) Research method and schedule
- d) Research question and bibliography

(xlvi) 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

- a) Construct
- b) Definition
- c) Concept
- d) Variable

(xlvii) An ordinal scale is:

- a) The simplest form of measurement
- b) A scale with an absolute zero point
- c) A rank-order scale of measurement
- d) A scale with equal intervals between ranks

(xlviii) The 'reliability' of a measure refers to the researcher asking:

- a) Does it give consistent results?
- b) Does it measure what it is supposed to measure?
- c) Can the results be generalized?
- d) Does it have face reliability?

(xlix) The step-by-step process by which the research project is conducted and completed is known as

- a) The research process.
- b) The process of describing research
- c) The process of developing research ideas
- d) The process of gathering data for a research project

(l) The literature review that the researcher writes becomes the

- a) Conceptual framework for the research project
- b) Theoretical framework for the research project
- c) Methodological framework for the research project
- d) Analytical framework for the research project



(li) Validity in relation to the research project relates to

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

(lii) Business research is

- a) About statistical analysis
- b) Always complex and difficult to understand
- c) About investigating some aspect of business
- d) Not really relevant

(liii) The conceptual framework is contained in

- a) The literature review
- b) The research methodology
- c) The analysis carried out for the research project
- d) The research statement/question

(liv) Active listening skills means:

- a) Asking as many questions as possible
- b) Avoiding silences
- c) Keeping to time
- d) Attentive listening

(lv) Which of the following is not always true about focus groups?

- a) The ideal size is normally between 6 and 12 participants
- b) Moderators should introduce themselves to the group
- c) Participants should come from diverse backgrounds
- d) The moderator poses preplanned questions

(lvi) All of the following are sources of secondary data EXCEPT:

- a) Official statistics
- b) A television documentary
- c) The researcher's research diary
- d) A company's annual report

(lvii) The stated objectives of the research project are

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

(lviii) As you begin your research project it is important to record your thoughts, ideas, inspirations, contacts, references and resources

- a) Using an electronic recording device
- b) In a research diary
- c) For posterity
- d) For your research supervisor

(lix) A key concept is

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

(lx) Reliability in relation to the research project relates to:

- a) The reliability of the researcher
- b) The dependability of the research, and the degree to which the research can be repeated while obtaining consistent results
- c) The reliability of the research supervisor
- d) The reliability of the participants in the research

(lxi) What is the most basic skill required of any researcher?

- a) The ability to calculate statistics
- b) The ability to understand major philosophical issues and ideas
- c) The ability to generate ideas for research projects
- d) The ability to source data

(lxii) A case study research methodology is useful in

- a) Studies that involve very large
- b) The study of a bounded entity, such as a

populations

c) Studies that involve large populations spread over large geographic areas

business, or a class, or a club, or an event

d) Statistical analysis

(lxiii) Every research project should begin with

a) A statement of the research

c) A decision about the research methodology to be used

b) A decision about the data gathering methods to be used

d) An understanding of the overall conclusion that will be drawn

(lxiv) Data collection methods are

a) The means by which literature is sourced for a research project

c) The means by which data is gathered for a research project

b) The means by which data is analysed for a research project

d) The means by which the researcher develops a theoretical framework

(lxv) The theoretical framework is

a) The framework that succinctly presents all of the key concepts in the research project

c) The search for literature that the researcher carries out

b) The framework the researcher builds from the literature (theory) s/he reviews for the research project

d) Another name for the analytical framework

(lxvi) Quantitative data are data in the form of

a) Images

c) Attitudes

b) Numbers, numerical data

d) Impressions

(lxvii) Plagiarism is

a) The study of research and research methodologies

c) The term for the relationship between the research and the research supervisor

b) The scholarship required in the research project

d) The use and/or presentation of somebody else's work or ideas as your own

(lxviii) The purpose of descriptive statistics is to:

- a) Summarize the characteristics of a data set
- b) Draw conclusions from the data
- c) None of these
- d) Both Summarize the characteristics of a data set and Draw conclusions from the data

(lix) The measure of the extent to which responses vary from the mean is called:

- a) The mode
- b) The normal distribution
- c) The standard deviation
- d) The variance

(lxx) The research idea is

- a) The research statement/question
- b) The aim of the research
- c) Contained in the objectives of the research
- d) The broad area within which the researcher situates the research project