



## BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Bachelor of Technology in Computer Science & Engineering

Course Name – Research Methodology

Course Code - OEC-801A

( Semester VIII )

Time : 1 Hr.25 Min.

Full Marks : 70

[The figure in the margin indicates full marks.]

### Group-A

(Multiple Choice Type Question)

1 x 70=70

Choose the correct alternative from the following :

- (1) The chapter that details the way in which the research was conducted is the \_\_\_\_\_ chapter
  - a) Introduction
  - b) Literature review
  - c) Research methodology
  - d) Data analysis
- (2) 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
- (3) 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
- (4) This is an idea or image specifically invented for a given research and/or theory building purpose>>>
  - a) Construct.
  - b) Definition.
  - c) Concept.
  - d) Variable.
- (5) The following are the synonyms for independent variable except
  - a) Stimulus
  - b) Manipulated
  - c) Consequence
  - d) Presumed Cause
- (6) The following are the synonyms for dependent variable except
  - a) Presumed effect
  - b) Measured Outcome
  - c) Response
  - d) Predicted Format
- (7) 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

(8) A proposal is also known as a

- a) Work plan
- b) Outline
- c) Draft plan
- d) All of these

(9) Secondary data can almost always be obtained more quickly and at a lower cost than \_\_\_\_\_ data.

- a) Tertiary
- b) Collective
- c) Research
- d) Primary

(10) 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.

- a) Marketing
- b) Causal
- c) Exploratory
- d) Descriptive

(11) 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

(12) 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

(13) Data collection methods are

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

(14) Data is

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

(15) The four frameworks approach to the research project is an approach whereby

- a) The researcher uses one of four frameworks to help design the research project
- b) Where the researcher carries out four research projects
- c) Where the researcher carries out four research projects
- d) Four methodologies are used in the research project

(16) 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

(17) Data analysis is

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

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search project

- (18) 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
- (19) You will be able to refer back to your research diary for:
- a) For a record of the research project, and for inspiration and ideas. The research diary will save you a lot of time in the writing process
  - b) Memories of your social life
  - c) A record of your time at college
  - d) Help with cramming for exams
- (20) 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
- (21) Literature in the context of a research project is?
- a) Published accounts of research that has been carried out and completed
  - b) Any paper resource
  - c) Any written material
  - d) Any highly regarded novel or book
- (22) When can a research project be said to be researchable?
- a) When the researcher decides to carry it out
  - b) When the researcher supervisor approves the research idea
  - c) When ethical approval for the project has been secured
  - d) When there is sufficient time and money (if money is needed) to carry out the project, and if there is ready access to the necessary data
- (23) A survey research methodology is particularly useful in facilitating the study of
- a) People at work
  - b) Women at work
  - c) Very large populations and geographically scattered population
  - d) The workforce
- (24) 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
- (25) 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
- (26) Observation, questionnaires and interviews are all
- a) Research methodologies
  - b) Theoretical frameworks
  - c) Fundamental philosophies
  - d) Data gathering methods
- (27) Plagiarism is
- a) The study of research and research methodologies
  - b) The scholarship required in the research project
  - c) The term for the relationship between the researcher and the research supervisor
  - d) The use and/or presentation of somebody else's work or ideas as your own

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- (28) Qualitative data is
- a) Non numerical data
  - b) Numerical data
  - c) Statistical data
  - d) Data in the form of numbers
- (29) 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
- (30) A sample is
- a) A small research project
  - b) A small literature review
  - c) A subset of the population of the study
  - d) A small set of data
- (31) Surveys tend to be
- a) Qualitative research projects, or largely qualitative research projects
  - b) Feminist research projects, or largely feminist research projects
  - c) Quantitative research projects, or largely quantitative research projects
  - d) Image-based research projects, or largely image-based research projects
- (32) The research methodology and data gathering methods used in the research project are part of
- a) The conceptual framework
  - b) The theoretical framework
  - c) The methodological framework
  - d) The analytical framework
- (33) A primary source is also called
- a) An original source
  - b) A secondary source
  - c) An unusual source
  - d) An unexpected source
- (34) When using data from a secondary source the first thing to do is
- a) To write all of the data out on a big sheet of paper
  - b) To establish where the data came from and whether or not this is a reputable source
  - c) To establish that the data has the right appeal for the research project
  - d) Convert the data into primary source data
- (35) One of the main problems with secondary data is
- a) That the data is not primary data
  - b) That the data available may not be exactly the data required
  - c) That it usually quantitative data
  - d) That it is usually qualitative data
- (36) Observation is
- a) A key data gathering method in the social sciences
  - b) The role the research supervisor takes in the research process
  - c) The role the researcher takes in the research process
  - d) A key element of the theoretical framework
- (37) Observation schedules can be
- a) Open or closed
  - b) Broad or narrow
  - c) Easy or hard
  - d) Structured, semi-structured or un-structured
- (38) Interviews and focus groups are
- a) Research methodologies
  - b) Elements of the conceptual framework
  - c) Elements of the theoretical framework
  - d) Examples of data gathering methods
- (39) In a focus group
- a) The researcher facilitates a group of people in focusing on and discussing the phenomenon under investigation
  - b) The researcher interviews a group of people

- c) The researcher interviews one person
- d) The researcher photographs a group of people
- (40) Online interviews are
- a) Interviews conducted over the telephone
- b) A different form of focus group
- c) Better than any other kind of interview
- d) Interviews conducted online
- (41) In quantitative research interviews are conducted in
- a) Research laboratories
- b) A structured and systematic manner
- c) An unstructured manner
- d) In a haphazard manner
- (42) Data gathering schedules are designed to
- a) Provide the necessary data for the research project
- b) Fit into the bag the researcher carries
- c) Fit with the lifestyle the researcher pursues
- d) Provide the researcher with an introduction to the field or context within which the research will take place
- (43) Questionnaires and scales are
- a) Unstructured means of gathering data
- b) Semi-structured means of gathering data
- c) Structured means of gathering data
- d) Over structured means of gathering data
- (44) Questionnaires can also be used to gather
- a) Quantitative data
- b) Qualitative data
- c) Quantitative and qualitative data
- d) Secondary data
- (45) Quantitative data analysis
- a) The same as qualitative data analysis
- b) The analysis of numerical data using statistical methods
- c) Is an element of the theoretical framework
- d) Does not draw on statistics or statistical methods
- (46) Data management is
- a) A fundamental responsibility of the research supervisor
- b) A fundamental responsibility of research participants
- c) A fundamental responsibility of the researcher
- d) A fundamental responsibility of the organisation where the research is carried out
- (47) Data reduction is a fundamental aim of the process of
- a) Managing data
- b) Gathering data
- c) Losing data
- d) Data analysis
- (48) Experimental design is
- a) The methodology used in survey research
- b) The methodology used in case study research
- c) The methodology used in ethnographic research
- d) The methodology used when conducting experiments
- (49) Line charts, bar charts and scatter diagrams are all examples of
- a) Graphs used in meteorology
- b) Graphs used in oceanography
- c) Graphs used in social science research
- d) Graphs used in Google map research
- (50) There are
- a) Two stages of data analysis
- b) Three stages of data analysis
- c) Four stages of data analysis
- d) Five stages of data analysis
- (51) Measurement that involves monitoring a respondent's involuntary responses to marketi

- ng stimuli via the use of electrodes and other equipment is called
- a) Projective Techniques  
b) Physiological measures  
c) Depth Interviews  
d) Multi-dimensional Scales
- (52) Scale that indicates the relative position of two or more objects or some characteristics is called
- a) Ranking Scale  
b) Ordinal Scale  
c) Arbitrary Scale  
d) Ratio Scale
- (53) Even numbered non-verbal rating scale using single adjectives instead of bipolar opposites is called
- a) Semantic Differential  
b) Multi-dimensional scaling  
c) Stapel Scale  
d) Standardised Instruments
- (54) 7-point rating scale with end-points associated with bipolar labels that have semantic meaning is
- a) Semantic differential scale  
b) Constant Sum Scale  
c) Graphic Rating Scale  
d) Likert Scale
- (55) Scales where respondent is asked to rate an item in comparison with another item or a group of items each other based on a common criterion is
- a) Method of paired comparison  
b) Forced Ranking  
c) Constant Sum Scale  
d) All of these
- (56) Technique in which the respondents and/or the clients communicate and/or observe by use of the internet
- a) Online Ethnography  
b) Online Interview  
c) Online Questionnaire  
d) Online Focus Group
- (57) Method that involves recording the behavioural pattern of people, objects and events in a systematic manner to obtain information about the phenomenon of interest
- a) Observation  
b) Online Survey  
c) Schedules  
d) Warranty Cards
- (58) Qualitative methods are probably the oldest of all the scientific techniques, the method of qualitative research is
- a) Questionnaire  
b) Attitude Scales  
c) Depth Interview  
d) Observation
- (59) The most common scales used in research are
- a) Nominal  
b) Ratio  
c) Ordinal  
d) All of these
- (60) The criteria for good scale is developed by
- a) Reliability  
b) Practicability  
c) Sensitivity  
d) All of these
- (61) Personal interview can be conducted by
- a) Telephonic  
b) Fax  
c) Mail  
d) All of these
- (62) It is a special non-probability method used when the desired sample characteristic is rare, which sampling
- a) Panel Sampling  
b) Snowball sampling  
c) Convenience sampling  
d) Purposive Sampling
- (63) When sample size increases, which of the followings correct?