



BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Master of Business Administration

Course Name – Business Research Methods

Course Code - MBA206

(Semester II)

Time allotted : 1 Hrs.15 Min.

Full Marks : 60

[The figure in the margin indicates full marks.]

Group-A

(Multiple Choice Type Question)

1 x 60=60

Choose the correct alternative from the following :

- (1) The purpose of the research proposal is

a) To generate monetary sources for the organization	b) To present management question to be researched and its importance
c) To discuss the research efforts of others who have worked on related management question	d) None of these
- (2) A proposal is also known as a

a) Work plan	b) Prospectus
c) Draft plan	d) All of these
- (3) Secondary data can almost always be obtained more quickly and at a lower cost than _____ data.

a) Tertiary	b) Collective
c) Research	d) Primary
- (4) 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
- (5) 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
- (6) 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
- (7) 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) The first framework, the conceptual framework, shapes, supports and directs the other three frameworks d) Four methodologies are used in the research project
- (8) Social research is
- a) About statistical analysis b) About investigating some aspect of the social world
- c) Done by sociologists d) Always complex and difficult to understand
- (9) 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
- (10) A case study research methodology is useful in
- a) Studies that involve very large populations b) The study of a bounded entity, such as a business, or a class, or a club, or an event
- c) Studies that involve large populations spread over large geographic areas d) Statistical analysis
- (11) Observation, questionnaires and interviews are all
- a) Research methodologies b) Theoretical frameworks
- c) Fundamental philosophies d) Data gathering methods
- (12) The first question a researcher asks themselves when they start a research project is
- a) Why do I have to do this? b) Who can I get to help me with this?
- c) What am I going to do? d) When am I going to be finished with this?
- (13) Quantitative data are data in the form of
- a) Images b) Numbers, numerical data
- c) Attitudes d) Impressions
- (14) Qualitative data is
- a) Non numerical data b) Numerical data
- c) Statistical data d) Data in the form of numbers
- (15) The research idea is refined in order to produce
- a) The literature review b) The theoretical framework
- c) The well conceptualised research statement/question d) The objectives of the research
- (16) The well conceptualised research statement/question contains all of
- a) The key concepts in the research project b) Literature to be used in the research project
- c) The data gathering methods to be used in the research project d) Data gathered for the research project
- (17) One of the most critical steps in any research project is the process of

- a) Engaging with the research supervisor b) Growing the research project to the largest size possible
- c) Engaging as many research participants as possible d) Limiting its scope
- (18) The population of a study is
- a) All of the people involved in carrying out the research b) Every person or entity that might be included/that might participate in the research
- c) The researcher and research supervisor d) All the researchers involved in the research
- (19) 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
- (20) A research proposal is
- a) A question a researcher asks another researcher b) A suggestion a researcher makes to another researcher
- c) A request a researcher makes of another researcher d) A formal written detailed proposal for a research project
- (21) 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
- (22) Simple random sampling, stratified sampling, systematic sampling and cluster sampling are all examples of
- a) Snowball sampling b) Non probability sampling
- c) Probability sampling d) Judgemental sampling
- (23) In non probability sampling, the sample is selected to represent the population but
- a) It cannot be said to be representative of the population, in any statistical sense b) It cannot be said to be stratified sampling, in any statistical sense
- c) It cannot be said to be cluster sampling, in any statistical sense d) It cannot be said to be simple random sampling, in any statistical sense
- (24) Purposive sampling, quota sampling, convenience sampling and snowball sampling are all examples of
- a) Probability sampling b) Cluster sampling
- c) Systematic sampling d) Non probability sampling
- (25) There are particular and substantial ethical issues in engaging in research with
- a) Big population b) Small population
- c) Broad population d) Vulnerable population
- (26) Types of representative sampling are random, quota, and _____.
- a) Content b) Cluster
- c) Secondary d) Snowball
- (27) When the researcher knows what data is required for the research project and how best to gather that data
- a) The researcher gathers the data b) The researcher analyses the data

- c) The researcher can design the means to gather the data
- d) The researcher manages the data
- (28) A primary source is also called
- a) An original source
- b) A secondary source
- c) An unusual source
- d) An unexpected source
- (29) Secondary sources do not provide
- a) Original information or evidence
- b) Reference details
- c) Useful data
- d) Valid data
- (30) 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
- (31) A source can be primary in one context and
- a) Tertiary in another context
- b) Valid in another context
- c) Secondary in another context
- d) Reliable in another context
- (32) A secondary source is something written about a primary source, a secondary source often builds on
- a) An unusual source
- b) A cryptic source
- c) A secondary source
- d) A primary source
- (33) The decision to use observation in any study is taken in response to
- a) The wishes of the researcher
- b) The wishes of the research supervisor
- c) The data requirements of the research project and the location of that data
- d) The wishes of the participants in the research
- (34) For a research project to be rigorous it must
- a) Be difficult to carry out and complete
- b) Adhere to the scientific principles of research
- c) Very big and very complex
- d) Designed by the research supervisor rather than the researcher
- (35) In a pilot study
- a) 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
- b) The research supervisor carries out the research
- c) The research project is designed but it is not carried out
- d) The student researcher learns how to carry out research
- (36) Interviews and focus groups can be conducted face-to-face or
- a) Back-to-back
- b) Front to back
- c) Using computer mediated communication
- d) Using extra sensory perception
- (37) Focus groups are generally used when
- a) The researcher hasn't time to interview participants
- b) The researcher doesn't want to interview participants
- c) The researcher refuses to interview participants
- d) 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

(38) In focus groups and in group interviews

- a) The researcher is the focus of attention
- b) The group is the focus of attention
- c) The group dynamic is used to help generate the required data
- d) The group dynamic is often beyond the control of the researcher

(39) Bias in research is

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

(40) In qualitative research interviews are usually conducted

- a) In research laboratories
- b) In a structured and systematic manner
- c) Using a loosely designed interview schedule
- d) In a haphazard manner

(41) Semi-structured interview and focus group schedules allow

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

(42) Interviewee verification is an aid to

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

(43) Questionnaires are used primarily to gather

- a) Quantitative data
- b) Qualitative data
- c) Quantitative and qualitative data
- d) Secondary data

(44) Questionnaires can also be used to gather:

- a) Quantitative data
- b) Qualitative data
- c) Quantitative and qualitative data
- d) Secondary data

(45) Data gathering techniques are part of

- a) The conceptual framework
- b) The theoretical framework
- c) The methodological framework
- d) The analytical framework

(46) Questionnaires and scales are very precise data gathering instruments, they are designed to

- a) Elicit quantitative data
- b) Ensure that participants have to spend a long time completing them
- c) Confuse respondents to such an extent that they fill them in incorrectly
- d) Elicit short precise responses to concisely stated and precise questions

(47) The key issues in the design of a questionnaire are

- a) The attitude of the researcher and the interest of the research supervisor
- b) The attitude and interest of the participants in the research

- c) The content of the questions, the presentation of the questions, the order of the questions, and the length of the questionnaire
- d) 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
- (48) When you begin to design your data gathering method you look
- a) To your research supervisor for help
- b) To your friends and classmates for help
- c) At what everyone else in the class is doing and then, based on what they're doing, you design your data gathering method(s)
- d) At your research statement/question and then you decide what it is that you are trying to accomplish with the research and what it is that you really need in terms of data
- (49) The first stage in the four stages of data analysis is the stage of
- a) Describing data
- b) Gathering data
- c) Collecting data
- d) Managing data
- (50) The fourth and final stage of data analysis is the stage of
- a) Describing data
- b) Gathering data
- c) Managing data
- d) Theorisation
- (51) The work of data analysis is a substantial project, what goes into the thesis or the report of the research is
- a) A synopsis of all of the analysed data
- b) A complete account of all of the analysed data
- c) A partial account of the analysed data
- d) A biased account of the analysed data
- (52) The key findings, the key data and the key interpretations of the data are
- a) Not presented in the data analysis chapter or in the data analysis section of the report of the research
- b) Presented in the data analysis chapter or in the data analysis section of the report of the research
- c) 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
- d) Presented in the research methodology chapter of the thesis, in the research methodology section of the report of the research project
- (53) The researcher uses the coding key to
- a) Understand the theory
- b) Understand the data
- c) Understand the research methodology
- d) Understand the data gathering methods
- (54) Sometimes respondents don't answer all the questions in a questionnaire, these non responses become
- a) Critical data
- b) Outlying data
- c) Missing data
- d) Significant data
- (55) A computer software package, as well as helping analyse the data, also helps with
- a) The loss of data
- b) The location of data
- c) The management of data
- d) The complication of data
- (56) When data has been loaded into a software package it has to be
- a) Covered
- b) Cleaned
- c) Closed
- d) Compiled
- (57) Statistics are used in quantitative data analysis for two purposes
- a) Addition and subtraction
- b) Description and prediction
- c) Multiplication and division
- d) The calculation of means and modes

(58) Percentages

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

(59) Proportions

- a) Are a particular kind of scale with measure of 1 to 100
- b) Are used in calculating tests
- c) Are a type of ratio in which the denominator is the total number of cases
- d) Can be used to calculate the standard deviation

(60) 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