



BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Bachelor of Business Administration

Course Name – Business Research

Course Code - BBAC401

(Semester IV)

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) 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 |
- (2) A proposal is also known as a
- | | |
|---------------|-----------------|
| a) Work plan | b) Prospectus |
| c) Draft plan | d) All of these |
- (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.
- | | |
|----------------|----------------|
| a) Marketing | b) Causal |
| c) Exploratory | d) Descriptive |
- (4) 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 |
- (5) 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 |
- (6) 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
- (7) 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
- (8) 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
- (9) 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
- (10) 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
- (11) 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?
- (12) Qualitative data is
- a) Non numerical data
- b) Numerical data
- c) Statistical data
- d) Data in the form of numbers
- (13) 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
- (14) 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
- (15) 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

- (16) The researcher makes a decision on whether to work with the entire population or
- a) Universe
 - b) A sample of that population
 - c) The methodology
 - d) Survey methods
- (17) If there is not enough time to conduct the research with the entire population of the study, the research will work with
- a) A sample taken from the population
 - b) A universe taken from the population
 - c) A pyramid taken from the population
 - d) A galaxy taken from the population
- (18) 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
- (19) 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
- (20) 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
- (21) Secondary data is
- a) Poor quality data
 - b) Data that is gathered after primary data is gathered
 - c) Data that is part of the second framework
 - d) Data from secondary sources, data that already exists
- (22) 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
- (23) 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
- (24) 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
- (25) The main kinds of observation used in data gathering are
- a) Near observation and distant observation
 - b) Participant observation, non-participant observation (or simple observation) and covert observation
 - c) Close observation and distant observation
 - d) Researcher observation and non-researcher observation
- (26) Participant observation is a data gathering method in which

- a) The research participants participate in the action being observed
- b) The research supervisor participates in the action being observed
- c) The researcher participates in the action being observed
- d) No one participates in the action being observed
- (27) 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
- (28) 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
- (29) 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
- (30) 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
- (31) 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
- (32) 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
- (33) 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
- (34) 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
- (35) Questionnaires are used primarily to gather
- a) Quantitative data
- b) Qualitative data
- c) Quantitative and qualitative data
- d) Secondary data

- (36) Data gathering techniques are part of
- a) The conceptual framework
 - b) The theoretical framework
 - c) The methodological framework
 - d) The analytical framework
- (37) 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
- (38) When you think of a question to ask in a questionnaire
- a) 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
 - b) Include it immediately in your questionnaire
 - c) Ask your research supervisor if it would be acceptable to include it in your questionnaire
 - d) Ask your friends and classmates if it would be acceptable to include it in your questionnaire
- (39) The higher the response rate
- a) The more work for the researcher
 - b) The less likelihood there is that all of the data will be analysed
 - c) The less valid the research
 - d) The better. Non responses change the nature of the study and the claims that can be made about the study
- (40) Qualitative data analysis
- a) The same as quantitative data analysis
 - b) The analysis of numerical data using statistical methods
 - c) Is an element of the theoretical framework
 - d) Is the analysis of qualitative data. Qualitative data is non-numerical data
- (41) 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
- (42) Simple and small quantitative data sets can be analysed
- a) Only with the use of a software package like SPSS
 - b) By simply counting the numbers and calculating simple statistics in relation to them
 - c) Using Atlas ti
 - d) Using NVivo
- (43) Data analysis software packages are particularly helpful
- a) In sourcing literature
 - b) In managing data and data analysis
 - c) The work of outlining the aim and objectives of the study
 - d) When making decisions about data gathering methods
- (44) The fourth and final stage of data analysis is the stage of

- a) Describing data
c) Managing data
- b) Gathering data
d) Theorisation
- (45) 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
c) A partial account of the analysed data
- b) A complete account of all of the analysed data
d) A biased account of the analysed data
- (46) The researcher uses the coding key to
- a) Understand the theory
c) Understand the research methodology
- b) Understand the data
d) Understand the data gathering methods
- (47) A computer software package, as well as helping analyse the data, also helps with
- a) The loss of data
c) The management of data
- b) The location of data
d) The complication of data
- (48) Experimental design is
- a) The methodology used in survey research
c) The methodology used in ethnographic research
- b) The methodology used in case study research
d) The methodology used when conducting experiments
- (49) Percentages
- a) Are the same as ratios
c) Are a good approximation of the interquartile range
- b) Can be used to calculate the standard deviation
d) A particular kind of scale with measures of 1 to 100
- (50) Graphing data, like tabulating data
- a) Is helpful in the construction of a theoretical framework
c) Allows for the communication of the range and the interquartile range
- b) Is helpful in the calculation of the mean, mode and median
d) Allows for the communication of large quantities of data in a very succinct manner
- (51) Line charts, bar charts and scattergrams are all examples of
- a) Graphs used in meteorology
c) Graphs used in social science research
- b) Graphs used in oceanography
d) Graphs used in Google map research
- (52) The aim of the process of qualitative data analysis is to
- a) Produce a complex statistical profile of the phenomenon under investigation
c) Provide a skewed perspective on the phenomenon under investigation
- b) Provide a description of that process
d) Accomplish a thick description of the phenomenon under investigation
- (53) Within qualitative data analysis the researcher and the role of the researcher are made evident
- a) In the obvious manner
c) In a scholarly manner
- b) In a reflexive manner
d) In a scientific manner
- (54) Many of the data collection methods used in qualitative research produce data that is
- a) Language based
c) Based on mathematical principles
- b) Relevant only to the institution within which the research was carried out
d) Accessible only to senior academics
- (55) Qualitative data can be analysed thematically

- a) In terms of descriptive statistics
 c) In terms of discourses
- (56) In the final chapter the researcher
- a) Presents the conclusions and recommendations of the study
 c) Presents the background to the study
- (57) The overall conclusion the researcher draws in the final chapter is
- a) A simple idea the researcher has
 c) 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
- (58) To learn how to present conclusions
- a) Ask someone to show you how
 c) Ask your research supervisor to show you how
- (59) Recommendations are
- a) Courses of action the researcher recommends based on the findings and conclusions of the study
 c) Long and complicated theoretical posturings that the researcher engages in
- (60) The research process is
- a) A scientific endeavour
 c) An endeavour that is neither creative nor scientific
- b) In terms of inferential statistics
 d) In terms of themes
- b) Presents the context for the research
 d) Presents the research proposal
- b) No more than a hunch that the researcher has
 d) A guess that the researcher makes
- b) Ask your classmates to show you how
 d) 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
- b) Simply a couple of ideas that the researcher jots down
 d) Never taken seriously
- b) A creative endeavour
 d) An endeavour that is both creative and scientific