



104 Business Research Methods MCQ

UNIT - 1

Q No	Questions	Option A	Option B	Option C	Option D	Answer
1	The main concept behind doing research is to	Study and explore knowledge.	Start with predefined and clear-cut objectives.	Get new ideas.	Define clear objectives.	C
2	In order to begin research, one must	Start with a number of clear goals.	Start with a number of predefined objectives.	Have a well defined research method.	Solve the research problem.	B
3	A bibliography is	The theoretical framework of a research.	Resources such as books, journals and other publications identified by	Systematic description of resources like books and other publications	The books that are going to be used in a research.	C

4	Research is considered to be more than just a way of skills, it is	Planning to what, why and where type of questions to determine a goal.	A way of critical thinking about professional aspects related to your work.	The research methods used within the research methodology.	Discovering the relationship between variables.	B
5	Research aims for finding “answers” to “questions” it implies	A framework of philosophies.	Using valid and reliable methods and techniques.	An unambiguous & unbiased design.	All the above.	D
6	In order to make the research reliable, it requires that	There is no deliberate attempt to either to conceal or highlight	Quantitative and qualitative methods are to be used.	Repeatability and precision are provided for the quality of measurement	The solution to the research problem is known in advance.	C
7	The main difference between research and non-research is	The type of skills we use to discover something.	The utilization of acceptable scientific methodology to solve problems to create new	The quantitative and qualitative methods that are to be	All the above.	B
8	The research process has certain characteristics. One of the statements below is not part of these characteristics:	Controlled & systematic.	Quantitative & qualitative.	Scientific & organized	Rigorous & valid.	B

9	The most essential step in the research process that determines every step that follows is to	A- Decide whether qualitative or quantitative methods are to be used.	B- Review the literature in order to acquaint yourself with knowledge.	C- Have a clear idea about the conclusions you need and drafting a	D- Formulate a problem statement.	D
10	When considering a research problem, it is extremely important to select a topic that	A- You can manage within the time you have.	B- You can manage within the resources you have.	C- You can narrow down to something manageable and specific.	D- You can narrow down to something clear.	D
11	Research is:-	A - Systematic & unorganized effort to investigate a specific problem	B - Unsystematic & organized effort to investigate a specific problem encountered in	C -Systematic & organized effort to investigate a specific problem	D - Unsystematic & unorganized effort to investigate a specific	C
12	Should we conduct more training sessions for our employees in order to increase productivity?" is	A) Research question	B) Management question	C) Measurement question	D) Investigative question	A
13	Reviewing the literature can be	A- Bring clarity and focus to your research problem.	B- Improve your methodology.	C- Broaden your knowledge.	D- Contextualize your findings.	A

14	A review of the literature prior to formulating research questions allows the researcher to do which of the	To become familiar with prior research on the phenomenon of interest	To identify potential methodological problems in the research area	To develop a list of pertinent problems relative to the phenomenon	All of the above	D
15	It is important that the process of investigation in research is foolproof and free from drawbacks. This	the procedures followed to find answers are relevant, appropriate and justified.	the process adopted and the procedures used must be able to withstand critical scrutiny.	the conclusions drawn are based upon hard evidence gathered from	none of the above.	B
16	The central theme in scientific method is that all evidence must be	empirical, based on evidence.	theoretical, based on theory.	research problem dependent.	all the above.	C
17	To help ensure that your research study will remain manageable & you stay motivated, a number of issues are	Interest, magnitude, measurement of concepts & relevance.	study population, subject area, observation and experiment.	availability of goals, non-ethical issues, relevance and level of experience.	All the above.	A
18	Having an adequate level of expertise is essential in choosing a research problem because	you can specify the goals and conclusions clearly before starting the	there are several levels you must be aware of.	you will carry the research tasks yourself and hence you need the "Know-	none of the above.	C

19	Formulating a research problem requires dissecting the broad area of research into sub-areas. This done in	identify the general goals of research.	select what is of most interest to the researcher.	review the literature.	improve the methodology.	B
20	In order to acquaint yourself with the body of knowledge in the research area of interest, you are required to	do a literature review.	do a survey in the research area.	formulate the research questions.	all the above.	A
21	The literature review can help to improve the researcher's methodology since	the selection of appropriate survey respondents will be much easier.	the researcher will be aware of the procedures/methods used by others.	have answers to the research questions considered.	all the above.	B
22	The procedure for reviewing the literature consists of searching for existing literature in the area of study in order to	find answers to your research questions.	develop a theoretical and conceptual frameworks.	read books, journals and conference proceedings.	have some idea about the broad subject area that you know nothing about.	B
23	Research is based on	Experiments	General principles	Scientific method	Scientists	C

24	A research should be	Scientific	Valid	Reliable	All of the above	D
25	What practical steps can you take before you actually start your research?	Find out exactly what your institution's requirements are for a	Make sure you are familiar with the hardware and software you plan to use	Apply for clearance of your project through an ethics committee	All of the above	D
26	Why do you need to review the existing literature?	to make sure you have a long list of references	Because without it, you could never reach the required word-count	To find out what is already known about your area of interest	To help in your general studying	C
27	A systematic literature review is:	One which starts in your own library, then goes to on-line databases and, finally, to	A replicable, scientific and transparent process	One which gives equal attention to the principal contributors to the area	A responsible, professional process of time-management for research	B
28	When accessing the internet, which of these steps is the most essential?	Recording the full URL	Noting the access dates	Downloading material to be referenced	They are all equally important	D

29	Which one of the following is an ideal referencing convention?	Bryman, A. (2012, 4e) <i>Social Research Methods</i> , Oxford;	Bryman (2012, fourth edition), Oxford University Press	Bryman, Alan, <i>Social Research Methods</i> (2012: OUP)	Bryman, A. <i>Social Research Methods</i> (2012)	A
30	Which is / are the characteristic (s) of a good research	Generation of dependable data	Purpose clearly defined	Biased research design	Both 1 & 2	D
31	Functions of decision support system includes	Capturing and saving information from previous activities	Data processing	Both 1 & 2	none of the above	C
32	Data retrieval is not the function of decision support system	TRUE	FALSE	Can't say		B
33	Which of the following is a characteristic of a scientific research	Testability	Replicability	Generalizability	All of the above	D

34	Sponsorer of research is the one	for whom the research is conducted	who carries out the research	who provides funding for research	both 1 & 3	D
35	For carrying out literature review, which of the following can be used?	Questionnaires	Feedback forms	Internet	Interview with respondents	C
36	The problem statement in research should be	Relevant	Infeasible	Both 1 & 2	None of the above	A
37	which of the following is a must in research proposal	Time frame of the study	The budget of research	Qualification of the researcher	Both 1 & 2	D
38	which of the following is a must in research proposal	The scope of the study	Selected bibliography	Specific problem to be investigated	All	D

39	Which is / are the characteristic (s) of a good research	Findings presented clearly / unambiguously	Conclusions not justified	Research process not detailed	None of the above	A
40	Productivity of employees is a function of his /her past experience & training. The HR manager is interested	Past work experience	Training	Productivity	HR Manager	A
41	Which of the following is a characteristic of a scientific research	Purposiveness	Rigor	Partiality	Both 1 & 2	D
42	Should we increase the salary of the workers to reduce the attrition in the organisation? Is which type of the	Investigative question	Research question	Management question	Measurement question	B
43	The problem statement in research should be	Feasible	Interesting	Both 1 & 2	None of the above	C

44	Would you stay with the organisation if salary is increased by 15%? This can be best described as	Investigative question	Research question	Management question	Measurement question	D
45	How can the firms increase the organisational loyalty their employees? This can be best described as	Research problem statement	Purpose of the research	Both 1 & 2	None of the above	A
46	This research analyzes the problem of high turnover of employees within Banking industry in Pune city. This	Purpose of the research	Research problem statement	Scope of the study	None of the above	C
47	How can we reduce the attrition rate in our organisation? Is which type of the following	Investigative question	Research question	Management question	Measurement question	C
48	Productivity of employees is a function of his /her past experience & training. The HR manager is interested	Past work experience	Training	Productivity	HR Manager	C

49	Should we reduce the interest rate on fixed deposit to increase the profitability of our bank? Is which type of following?	Investigative question	Research question	Management question	Measurement question	B
50	What is the probability that by reducing the interest rate on fixed deposit the profitability of our bank will go up? Is	Investigative question	Research question	Management question	Measurement question	A
51	The share price is a function of the dividend & future growth prospects for the company. The CEO the organisation	Share price	future growth prospects	Dividend	The CEO	A
52	What is the chance that workers will stay with the organisation if we increase the salary by 10%? Is which type of the	Investigative question	Research question	Management question	Measurement question	A
53	which of the following is a must in research proposal	The relevance of the study	Research Design	Neither 1 or 2	Both 1 & 2	D

54	The first step in the formal research process is best described as being one where the manager has to	define the problem and research objectives.	interpret and report the findings	develop the research plan for collecting information	implement the research plan, and collect and analyze the data	A
55	What is a good research? The following are correct except	Purpose clearly defined	Research process detailed	Research design thoroughly planned	Findings presented ambiguously	D
56	Applied research	extends the abstract frontiers of knowledge	is simplified research	is of no use for business	solves a particular problem in a company	D
57	Basic research is	employer funded research	research conducted by an external consultant	research that extends the frontiers of knowledge	solves a particular problem in a company	C
58	Reviewing the literature can be	bring clarity and focus to your research problem	improve your methodology	broaden your knowledge	all the above	D

59	Carrying out an organised inquiry is called	Research	Survey	Analysis	Methodology	B
60	The characteristics of good research are	Systematic	Ambiguity	Biased	All of the above	A
	UNIT - 2					
Q No .	Question	Option A	Option B	Option C	Option D	Answer

1	Which of the following is the type of research	A- Causal Research	B- Descriptive Research	C- Exploratory Research	D- All of the above.	D
2	If we want to find out the effect of employee commitment on the profitability of the company, which research is suited?	A- Causal Research	B- Descriptive Research	C- Exploratory Research	D- All of the above.	A
3	"Logically inferred relationships between two or more variables expressed in the form of testable statements" are	Problem statements	Hypotheses	Research Proposition	Research assumptions	B
4	Identify directional hypothesis from following	The greater the stress experienced in the job, the lower the job satisfaction of	Women are more emotional than men	There is a relation between age & job satisfaction	both 1 & 2	D
5	Identify non directional hypothesis from following	There is a difference between commitment level of employees in	Women are more emotional than men	There is a relation between age & job satisfaction	both 1 & 3	D

6	Null hypotheses are set up for	Possible acceptance of the proposition	Possible rejection of the proposition	Both 1 & 2	None of the above	B
7	Alternate hypotheses are set up for	Possible acceptance of the proposition	Possible rejection of the proposition	Both 1 & 2	Neither 1 or 2	A
8	If we are interested in analysing "the influence of culture on product choice", which of the following is useful?	Quantitative Research	Qualitative Research	Both 1 & 2	Neither 1 or 2	B
9	Identify alternate hypotheses for "More is the advertisement expenditure, more will be the sales".	$H_A : r \neq 0$	$H_A : r < 0$	$H_A : r > 0$	$H_A : r = 0$	C
10	Which of the following is not specifically measured in a causal research?	Independent variable	Dependent variable	Concomitant variable	All of the above	C

11	Which of the following needs to be manipulated in a causal research?	Independent variable	Dependent variable	Concomitant variable	All of the above	A
12	Which of the following needs to be controlled in an experimental research?	Impact of independent variable on dependent variable	Impact of dependent variable on independent variable	Impact of independent variable on concomitant variable	Impact of concomitant variable on dependent variable	D
13	The experience survey is used to extract which information?	What has been tried in the past to solve similar problems?	What obstacles can be seen in solving this problem?	Whom can we count on to assist or participate in this research?	All of the above	D
14	Which of the following is / are used if we are interested to know the customer satisfaction level about "Tata	Longitudinal research	Cross sectional research	Causal research	None of the above	B
15	Which of the following is / should be used if we are interested to know the effectiveness of an advertisement	Cross sectional research	Exploratory Research	Longitudinal research	All of the above	C

16	Which of the following is / should be used if we are interested to know the impact of sales price on sales?	Cross sectional research	Exploratory Research	Descriptive Research	Causal research	D
17	which of the following has very less or negligible impact on a causal relationship	Concomitant variable	Extraneous variable	Independent variable	Dependent variable	B
18	A variable that is observed in a statistical experiment, but is not specifically measured or utilized in the analysis of the	Independent variable	Dependent variable	Concomitant variable	All of the above	C
19	Adjusting the independent variable as per the need of research is called as	Control of independent variable	Manipulation of independent variable	Treatment of independent variable	both 2 & 3	D
20	What is the key defining characteristic of experimental research?	extraneous variables are never present	a positive correlation usually exists	Concomitant variables are never present	manipulation of the independent variable	D

21	Why is the statement “What are the effects of extracurricular activities on cognitive development of school age children”	Because there is no connection between extracurricular activities and	Because there are not enough school age children engaged in extracurricular activities to	Because the study would be too difficult to do given all the different	Because the statement was not specific enough to provide an understanding	D
22	Research hypotheses are	Formulated prior to a review of the literature	Statements of predicted relationships between variables	Stated such that they can be accepted or rejected	b and c	D
23	A research plan	Should be detailed	Should be given to others for review and comments	Sets out the rationale for a research study	All of the above	D
24	The function of the research design step in the research process is to	inform the reader of what you want to attain through the study.	search the existing literature in the area of research	formulate the problem statement to decide what you want to find out	provide for the collection of relevant information with minimal cost, effort and	D
25	Experimental research is appropriate when	the proof that is sought is to see the effect of certain variables over other variables.	it is necessary to get at facts first hand and their resources.	doing certain things is required to stimulate the production of desired goals.	none of the above.	A

26	Research methodology can be similar to undertaking a journey. It can be thought of as	an attempt to discover or establish a relationship between two or more	structured enquiry that utilizes acceptable methods.	the path to finding answers to your research questions.	having a clear-cut goals that have a clear path to follow in order to achieve them.	C
27	The literature review can help the researcher in	understand the relationship between his/her research problem and	knowing how to formulate the problem and all the relevant issues related to it.	having clear answers to the research questions considered (who, how,	solving the research problem.	A
28	If company wants to study the morale of employees before & after the salary increase, which of the following is most	Cross sectional research	Exploratory Research	Longitudinal research	Quantitative research	C
29	Identify alternate hypotheses for "Indians are more superstitious than Americans".	$H_A: \mu_i = \mu_a$	$H_A: \mu_i \neq \mu_a$	$H_A: \mu_i < \mu_a$	$H_A: \mu_i > \mu_a$	D
30	Identify null hypotheses for "People from Caribbean are stronger than Japanese".	$H_0: \mu_c = \mu_j$	$H_0: \mu_c \neq \mu_j$	$H_0: \mu_c < \mu_j$	$H_0: \mu_c > \mu_j$	A

31	What is a research design?	A way of conducting research that is not grounded in theory	The choice between using qualitative or quantitative methods	The style in which you present your research findings, e.g. a graph	A framework for every stage of the collection and analysis of data	D
32	If a study is "reliable", this means that:	It was conducted by a reputable researcher who can be trusted	The measures devised for concepts are stable on different occasions	The degree to which the researcher feels that this was a worthwhile	How accurately the measurements represent underlying concepts	B
33	In an experimental design, the dependent variable is:	The one that is not manipulated and in which any changes are observed	The one that is manipulated in order to observe any effects on the other	A measure of the extent to which personal values affect research	An ambiguous concept whose meaning depends on how it is defined	A
34	What is a cross-sectional design?	A study of one particular section of society, e.g. the middle classes	One that is devised when the researcher is in a bad mood	The collection of data from more than one case at one moment in time	A comparison of two or more variables over a long period of time	C
35	How can you tell if your research questions are really good?	If they guide your literature search	If they are linked together to help you construct a coherent argument	If they force you to narrow the scope of your research	All of the above	D

36	What is the main difference between a focus group and a group interview?	Group interviews involve fewer participants	Focus groups are used to study the way people discuss a specific topic	There is no moderator present in a focus group	Focus groups save more time and money	B
37	Why is it particularly difficult to get an accurate record and transcript of a focus group session?	Because the researcher often forgets to take notes	Because focus groups are transcribed several years after they are conducted	Because you cannot use a tape recorder in a focus group	Because there are so many different voices to follow	D
38	What is the role of the moderator in a focus group?	To stimulate discussion and keep the conversation on track	To ask leading questions and dominate the discussion	To sit away from the group and observe their behaviour	To evaluate the group's performance on a particular task	A
39	What should the moderator say in their introductory remarks?	Thank you to the participants for coming	Who they are and what the research is about	How the focus group will proceed	All of the above	D
40	Which of the following is <i>not</i> a limitation of the focus group method?	The researcher has little control over how the discussion proceeds	It reveals the way social meanings are jointly constructed	It produces a large volume of data that can be difficult to analyse	People in groups tend to agree and express socially desirable	B

41	Which criterion does the following hypothesis most violate? 'Courses in civics will produce better adult citizens'	hypotheses should be worthy of testing	hypotheses should be brief	hypotheses should be testable	all of the above	D
42	The average living age of the people in London is higher than that of those in Washington DC' is best described as:	a non-directional hypothesis	an hypothesis	a non-directional prediction	a directional hypothesis	D
43	A CEO is of the opinion that contrary to common belief, increasing pay will decrease employees' job satisfaction. What	Pay	CEO	Job satisfaction	Employee	C
44	On the basis of application we can divide the research as	pure and applied research	exploratory and descriptive research	theoretical and empirical	cross sectional and longitudinal research	A
45	Descriptive research studies is a category of research that aims to	Achieve new insights of a concept.	Analyze characteristics of something.	Describe, explain & analyze the facts & events happening	Test the relationship between variables.	C

46	Descriptive research is the type of research that	Is made for performing the basic or pure research; it's a theoretical research.	Is intended for finding some solution to the problem considered.	Includes fact-finding enquires and surveys.	Uses available information as the base to make the further critical evaluation.	C
47	Identify the correct hypotheses statement from the following	A) How do price & quality of a product affect the sales?	B) Why the training sessions are not effective?	C) If the customers are provided with better service, profitability of the bank	D) Employees are not committed to their work.	C
48	Which one of the following is not a part of research design?	A) Data collection design	B) Sampling design	C) Both a & b	D) Neither a or b	D
49	“How can the company be more profitable? is which type of the following?	A) Research question	B) Management question	C) Measurement question	D) Investigative question	B
50	“What is the possibility that the new product will not be accepted by the customers? is which type of the	A) Research question	B) Management question	C) Measurement question	D) Investigative question	D

51	Which of the following is the type of nonexperimental research in which the primary independent variable	causal-comparative research	experimental research	qualitative research	mixed research	A
52	The strongest evidence for causality comes from which of the following research methods?	Experimental	Causal-comparative	Correlation	Ethnography	A
53	If the study is carried out once and represent a snapshot of one point in time, then the study is	Time related study	Longitudinal study	Cross sectional study	Case studies	c
54) Which of these is not a exploratory research design.	Secondary data analysis	Experience survey	Focus group	Reporting	d
55	What is a research design?	A way of conducting research that is not grounded in theory	The choice between using qualitative or quantitative methods.	The style in which you present your research findings, e.g. a graph	A framework for every stage of the collection and analysis of data	d

56	In an experimental design, the dependent variable is	the one that is not manipulated and in which any changes are observed	the one that is manipulated in order to observe any effects on the other.	a measure of the extent to which personal values affect research	an ambiguous concept whose meaning depends on how it is defined.	a
	UNIT-3					
Q No	Question	Option A	Option B	Option C	Option D	Answer
1	Which of the following is not a characteristic of good research?	a) High ethical standards applied	b) Conclusions justified	c) Purpose clearly defined	d) None of the above	D
2	Main function of Business Intelligence System is:-	a) Take decisions	b) Analyze the information	c) Provide information to the decision maker	d) Both a & b	C

3	Which one of the following is not a benefit of Business intelligence system?	A) Get deeper insights into the business	B) Informed decision making	C) Analyze the data in a meaningful way	D) None of the above	D
4	Which one of the following is a characteristic of scientific research?	A) Low precision & confidence	B) Objectivity	C) Unsystematic approach	D) None of the above	B
5	Which one of the following is not a step in research process?	A) Generation of hypotheses	B) Preparation of report	C) Analysis of data	D) None of the above	D
6	To qualify research, the research process must be systematic. This means that the researcher tries to	Minimize the effect of other factors affecting the relationship among those	makes sure that whatever is concluded in the findings is correct and could be verified by	Ensure that conclusions are drawn based upon hard evidence gathered from	Follow a certain logical sequence in adopting the procedures needed to	D
7	Research objectives falls into a number of categories that include	planning to get answers for what, why & where type of questions.	considering the logic behind the methods we use in the context of the research.	formulative, concept, and planning for research methods.	exploratory, descriptive, diagnostic and experimentation research.	D

8	Identify the sources of secondary data from the following	A) Questionnaire & surveys	B) Feedback forms	C) Face to face interviews with respondents	D) Business magazines	D
9	Identify the sources of primary data from the following	A) Newspaper articles	B) Feedback forms	C) Face to face interviews with respondents	D) Both B & C	D
10	“How many times in a month you visit a shopping mall? is which type of the following?”	A) Research question	B) Management question	C) Measurement question	D) Investigative question	C
11	Which of the following includes examples of quantitative variables?	age, temperature, income, height	grade point average, reading performance	gender, religion	both a and b	D
12	Which of these is not a method of data collection.	Questionnaires	Interviews	Experiments	Observations	C

13	Data collection design consists of	Type of data	Data collection method	Both 1 & 2	None of the above	C
14	Which of the following is not a data collection tool?	Observation	Elite interview	Case studies	None of the above	D
15	Which of the following is (are) data collection tool (s)?	Depth interview	Movies	Photographs	All of the above	D
16	One type of scale is defined as having "both order and distance, but no unique origin." Which is it?	Nominal	Ordinal	Interval	Ratio	D
17	Which of the following best describes a semantic differential?	A bi-polar rating scale using adjectives to describe the ends of the	A five point preference scale	A way of wording an attitude statement	A scientific way of measuring differences	A

18	A condition or characteristic that can take on different values or categories is called	a constant	a variable	a cause-and-effect relationship	a descriptive relationship	B
19	A variable that is presumed to cause a change in another variable is called a(n):	categorical variable	dependent variable	independent variable	intervening variable	C
20	Which of the following can best be described as a categorial variable?	age	annual income	grade point average	religion	D
21	Which of the following is not a type of structured question?	a. multiple choice	b. dichotomous	c. scale	d. none of the above	D
22	Which of the following activities is not fieldwork?	a. a worker mailing questionnaires from an office	b. an observer counting customers in a particular section of a store	c. a statistician analyzing the results of a survey	d. a telephone interviewer calling from a central location	C

23	Which statement is correct about measurement?	a. The assignment of numbers to characteristics must be isomorphic	b. The rules for assigning numbers should be standardized and applied uniformly	c. Assigned numbers must not change over objects or time	d. All of the above statements are true.	D
24	Which of the following statistics is not permissible with nominally scaled data	a. chi-square	b. median	c. range	d. both b and c are not permissible	D
25	39. Which of the following statistics is permissible with ordinally scaled data	a. percentages	b. mode	c. rank order correlation	d. all of the above	D
26	49. Which of the following scales is not a type of comparative scale?	a. semantic differential	b. constant sum	c. Likert	d. both a and c	D
27	47. Which of the following statements is not true about the comparative scales technique?	a. An example of using comparative scales is asking respondents to	b. Comparative scale data must be interpreted in relative terms and have only ordinal or rank	c. Comparative scaling is also referred to as non-metric scaling	d. Comparative scales include paired comparisons, rank order,	A

28	A _____ is a seven point rating scale with endpoints associated with bi-polar labels that have semantic meaning	a. semantic differential scale	b. Likert scale	c. continuous rating scale	d. Stapel scale	A
29	Which scale asks the respondent to indicate how accurately or inaccurately each term describes the object by selecting an	a. continuous rating scale	a. Stapel scale	a. semantic differential scale	a. Likert scale	B
30	Which of the following is not an objective of a questionnaire?	a. A questionnaire must translate the information needed into a set of specific	b. A questionnaire must be easy to use.	c. A questionnaire must uplift, motivate, and encourage the respondent to	d. A questionnaire should minimize response error	B
31	A researcher studies achievement by children in poorly funded elementary schools. She develops a model	Manipulated variable	Extraneous variable	Confounding variable	Mediating or intervening variable	D
32) In the statement an examination of the effects of discretionary behavior on employee performance ,	Independent variable	Dependent variable	Extraneous variable	Causal variable	a

33) The following are the synonyms for independent variable except	Stimulus	Manipulated	Consequence	Presumed Cause	c
34	The following are the synonyms for dependent variable except	Presumed effect	Measured Outcome	Response	Predicted from...	d
35	The introduction of the new models of Nokia mobile will lead to a decrease in the sales of Siemens mobiles". In this	The introduction of the new models of Nokia mobile, is the	The introduction of the new models of Nokia mobile, is the dependent variable, and the	There are no independent or dependent variables	Both are independent variable	a
36	What sort of variable is manipulated by the researcher?	Independent.	Dependent.	Co-dependent.	All variables are manipulated by the researcher	a
37	"How many times in a month you visit a shopping mall? is which type of the following?	A) Research question	B) Management question	C) Measurement question	D) Investigative question	C

38	Which of the following includes examples of quantitative variables?	age, temperature, income, height	grade point average, reading performance	gender, religion	both a and b	D
39	Which of these is not a method of data collection.	Questionnaires	Interviews	Experiments	Observations	C
40	Data collection design consists of	Type of data	Data collection method	Both 1 & 2	None of the above	C
41	Which of the following is not a data collection tool?	Observation	Elite interview	Case studies	None of the above	D
42	Which of the following is (are) data collection tool (s)?	Depth interview	Movies	Photographs	All of the above	D

43	One type of scale is defined as having "both order and distance, but no unique origin." Which is it?	Nominal	Ordinal	Interval	Ratio	D
44	Which of the following best describes a semantic differential?	A bi-polar rating scale using adjectives to describe the ends of the	A five point preference scale	A way of wording an attitude statement	A scientific way of measuring differences	A
45	A condition or characteristic that can take on different values or categories is called	a constant	a variable	a cause-and-effect relationship	a descriptive relationship	B
46	A variable that is presumed to cause a change in another variable is called a(n):	categorical variable	dependent variable	independent variable	intervening variable	C
47	Which of the following can best be described as a categorial variable?	age	annual income	grade point average	religion	D

	UNIT - 4					
Q No	Question	Option A	Option B	Option C	Answer	
1	Which ONE of these methods is the most expensive way to collect data per respondent?	Personal	Online.	Phone	Postal	A
2	Interviewing all members of a given population is called	a sample	a Gallup poll.	a census.	a Nielsen audit.	C

3	Which ONE of these sampling methods is a probability method?	Quota.	Judgment.	Convenience.	Simple random	D
4	For probability sampling, which ONE of the following should be up-to-date, complete and affordable?	A census.	A CAPI machine.	A sampling frame	A respondent.	C
5	Which ONE of the following is the benefit of using simple random sampling?	We can calculate the accuracy of the results.	Most likely representative sample	Interviewers can choose respondents freely	Informants can refuse to participate.	B
6	Which of the following is not a type of non-probability sampling?	Stratified Sampling	Snowball sampling	Quota Sampling	Convenience Sampling	A
7	What effect does increasing the sample size have upon the sampling error?	It reduces the sampling error.	It increases the sampling error	It has no effect on the sampling error.	None of the above.	A

8	A simple random sample is one in which	from a random starting point, every nth unit from the sampling frame is	a non-probability strategy is used, making the results difficult to generalize	the researcher has a certain quota of respondents to fill for various social	every unit of the population has an equal chance of being selected.	D
9	Snowball sampling can help the researcher to:	Access deviant or hidden populations	Theories inductively in a qualitative study	Overcome the problem of not having an accessible sampling frame	All of the above	D
10	Which of the following statements regarding systematic sampling is incorrect?	Is generally treated as equivalent to simple random sampling.	Chooses k elements, each with the same selection probability of less than one	Chooses the first of k elements at random, and then every kth element	Can give economic and statistical efficiency	D
11	If a researcher wishing to draw a sample from sequentially numbered invoices uses a random	simple random	Sequential	Stratified	systematic	D
12	Which of the following is NOT part of the sampling design process?	Defining of the population of the study.	Determining the relevant sample frame	Selection of the sampling technique	Refining the research question.	D

13	The target population be defined in terms of:	elements - the object about which information is desired.	extent - the geographical boundaries and time - the time period under	sampling units - the set of elements available for selection during the	all of the above	D
14	Which of the following is not a type of non-probability sampling?	Stratified Sampling	Snowball sampling	Quota Sampling	Convenience Sampling	A
15	When each member of a population has an equally likely chance of being selected, this is called:	simple random sampling	quota sampling	convenience sampling	snowball sampling	A
16	Which of the following techniques yields a simple random sample?	Choosing volunteers from an introductory psychology class to	Listing the individuals by ethnic group and choosing a proportion from within	Numbering all the elements of a sampling frame and then using a	Randomly selecting schools, and then sampling everyone within the	C
17	If the customers are provided with better service, profitability of the bank will go up. This can be best described as	Null hypothesis	Directional hypothesis	Non directional hypothesis	All of the above	B

18	Which of the following is not a type of research?	Qualitative Research	Alternate research	Exploratory Research	None of the above	B
19	If CEO of the company is interested to know the impact of training on productivity of the employees, which of	Descriptive research	Exploratory Research	Causal research	None of the above	C
20	If the CEO wants to study the sales pattern for 10 values of sales price, which of the following is most suitable?	Cross sectional research	Exploratory Research	Descriptive Research	Longitudinal research	D
21	The share price is a function of the dividend & future growth prospects for the company. The CEO the organisation	Share price	future growth prospects	Dividend	The CEO	C
22	How to increase the profitability of our bank? Is which type of following?	Investigative question	Research question	Management question	Measurement question	C

23	There is a relation between salary & commitment level of the workers. This can be best described as	Null hypothesis	Directional hypothesis	Non directional hypothesis	None of the above	C
24	To find a solution to the problem of 40% employee turnover within the first 2 years of their recruitment. This can	Research hypothesis	Research problem statement	Purpose of the research	None of the above	C
25	A focus group interview can be used for.....	New product development	Employee motivation program	Both 1 & 2	None of the above	C
26	Identify correct statement	Generally Cross sectional research is short term in nature	Generally Longitudinal research is short term in nature	Generally Cross sectional research is long term in nature	None of the above	A
27	"God has created this world." This is not a / an	Assumption	Guess	Belief	Hypothesis	D

28	To qualify research, the research process must be valid & verifiable. This means that the researcher tries to	A- Minimize the effect of other factors affecting the relationship among those	B- makes sure that whatever is concluded in the findings is correct and could be verified by	C- Ensure that conclusions are drawn based upon hard evidence	D- Ensure that procedures followed to find answers are relevant,	B
29	Research aims for finding “answers” to “questions” it implies	a framework of philosophies.	using valid and reliable methods and techniques.	an unbiased design.	all the above.	D
30	The literature review is about the work and studies	that you have created including all your results.	that you have collected including your conclusions.	of others people who worked within the same field of research with	listed in books, journals and other publications having a	C
31	Objectives are	the aims the researcher set out to attain.	aspects related to the research area.	the research questions you prepare before starting the research.	all the above.	A
32	Which of the following is a characteristic of a scientific research	Precision	Confidence	Both 1 & 2	None of the above	C

33	Which of the following is not the step in Research Process	Literature Review	Data Analysis	Formulation of Hypothesis	Consultation Process	D
34	Which of the following is not the characteristic of scientific research	Testability	Factor loading	Generalibility	Replication	F
35	The statement of purpose in a research study should	Identify the design of the study	Identify the intent or objective of the study	specify the type of people to be used in the study	describe the study	B
36	A review of the literature prior to formulating research questions allows the researcher to do which of the	To become familiar with prior research on the phenomenon of interest	To identify potential methodological problems in the research area	To develop a list of pertinent problems relative to the phenomenon	All of the above	D
37	What kind of ideas can't be empirically researched?	Effectiveness of different methods of instruction	Description of educational practices	Issues of values and morality such as the correctness of having prayer	Factors helpful in predicting future drug use	C

38	Rejection of the null hypothesis is a conclusive proof that the alternative hypothesis is	TRUE	FALSE	Neither 1 or 2	Can't say	C
39	Acceptance of the null hypothesis is a conclusive proof that the alternative hypothesis is	TRUE	FALSE	Neither 1 or 2	Can't say	B
40	In testing hypotheses, the researcher initially assumes:	the alternative hypothesis is true.	the null hypothesis is true	errors cannot be made	Null & alternate hypotheses are true	A
41	Speculations about the relationship between two or more variables are called:	theories	hypotheses	principles	correlations	A
42	There will be no difference between the scores on the Morale Scale between skilled and unskilled employees' is a	Null	Alternate	Directional	Non directional	A

43	If the investigator obtains a statistically significant result, they can state that the results:	verify the hypothesis	prove the hypothesis	confirm the hypothesis	support the hypothesis	D
	UNIT - 5					
Q N O.	Question	Option A	Option B	Option C	Option D	Answer

1	$r = 0$ indicates:	a. X and Y have a relationship	b. X and Y don't have a linear relationship	c. X and Y are unrelated	d. X and Y have a linear relationship	B
2	25. Which statement is not true about the report preparation and presentation process?	a. The findings should be presented in such a way that they can be used directly	b. Conclusions should be drawn but recommendations should not be made	c. The researcher should assist the client in understanding the report.	d. The researcher should evaluate the research process in	B
3	35. Which of the following is not considered an aspect of report writing?	a. easy to follow	b. arrangement of data items	c. basis of measurement	d. both b and c	D
4	When interpreting a correlation coefficient expressing the relationship between two variables, it is very	checking the strength of relationship	jumping to the conclusion of causality	checking the direction of the relationship	expressing a relationship with a correlation coefficient	B
5	Following is/are assumption(s) in null hypotheses	There is no relationship exists between two or more variables.	There is no difference between the two sample groups	There exists a relationship between two or more variables	both 1 & 2	D

6	Identify alternate hypotheses for "There is a difference between commitment level of employees in India & Japan"	$H_A: \mu_i = \mu_j$	$H_A : \mu_i \neq \mu_j$	$H_A : \mu_i < \mu_j$	$H_A : \mu_i > \mu_j$	B
7	Identify alternate hypotheses for "The greater the stress experienced in the job, the lower the job satisfaction of"	$H_A : r \neq 0$	$H_A : r < 0$	$H_A : r > 0$	$H_A : r = 0$	B
8	Identify alternate hypotheses for "Women buy more clothes than men".	$H_A: \mu_w = \mu_m$	$H_A : \mu_w \neq \mu_m$	$H_A : \mu_w < \mu_m$	$H_A : \mu_w > \mu_m$	D
9	Identify null hypotheses for "Women buy more clothes than men".	$H_0: \mu_w = \mu_m$	$H_0 : \mu_w \neq \mu_m$	$H_0 : \mu_w < \mu_m$	$H_0 : \mu_w > \mu_m$	A
10	The words like " How many, How much, how frequently" are associated with:-	Qualitative Research	Quantitative Research	Exploratory Research	Descriptive Research	B

11	Which research is more suitable to extract the feelings, emotions, perceptions of individual about something	Quantitative Research	Qualitative Research	Descriptive Research	None of the above	B
12	Which one of the following represents the +ve relationship between two variables	$r \neq 0$	$r < 0$	$r > 0$	$r = 0$	C
13	Which one of the following represents the -ve relationship between two variables	$r = 0.5$	$r = 0$	$r = 0.3$	$r = -0.45$	D
14	A variable that is presumed to cause a change in another variable is called a(n):	dependent variable	independent variable	intervening variable	None of the above	C
15	A positive correlation is present when _____.	two variables move in opposite directions.	two variables move in the same direction.	one variable goes up and one goes down	several variables never change	B

16	Which correlation is the strongest?	$r=+.10$	$r=-0.95$	$r=+.90$	$r=-1.0$	D
17	If dealers are given more incentives, sales of the company's products will increase. Identify null hypothesis	$r \neq 0$	$r < 0$	$r > 0$	$r = 0$	D
18	" More the dedication of employees towards his/her work, brighter are the prospects for his/her growth in an organisation. Identify	$H_A : r \neq 0$	$H_A : r < 0$	$H_A : r > 0$	$H_A : r = 0$	C
19	The greater the stress experienced in the job, the lower the job satisfaction of employees. This can be best described as	Null hypothesis	Directional hypothesis	Non directional hypothesis	None of the above	B
20	If dealers are given more incentives, sales of the company's products will increase. Identify alternate hypothesis	$r \neq 0$	$r < 0$	$r > 0$	$r = 0$	C

21	"If production department functions extremely efficiently, company will normally earn a high profit". Identify null	$r \neq 0$	$r < 0$	$r > 0$	$r = 0$	D
22	"If production department functions extremely efficiently, company will normally earn a high profit". Identify	$r \neq 0$	$r < 0$	$r > 0$	$r = 0$	C
23	Suppose a researcher is concerned with a nominal scale that identifies users versus nonusers of bank credit cards. The	Mean	Median	Mode	Average	C
24	Coding is the process of	Preparing the analysis specification	Converting text into numeric codes for data processing	Encrypting data for transfer to the client	Preparing a questionnaire script for computer-aided data capture	B
25	Which of the following best describes a cross-tabulation?	An inferential statistical test	A data input technique	A way of analyzing the relationship between two variables	A univariate analysis technique	C

26	A positive correlation is present when _____.	two variables move in opposite directions	two variables move in the same direction.	one variable goes up and one goes down	several variables never change.	B
27	Which of the following includes examples of quantitative variables?	age, temperature, income, height	average marks, reading performance, weight	gender, religion	both and b	D
28	What is the opposite of a variable?	a constant	an extraneous variable	a dependent variable	a data set	A
29	Which correlation is the strongest?	0.1	-0.95	0.9	-1	D
30	The correlation between intelligence test scores and grades is:	Positive	Negative	Perfect	They are not correlated	A

31	A mathematical distribution whose objective is to obtain a count of the number of responses associated with	a. t distribution	b. frequency distribution	c. chi-square distribution	d. F distribution	B
32	A frequency distribution helps determine_____.	a. the extent of nonresponse	b. the extent of illegitimate responses	c. the presence of outliers or cases with extreme values	d. all of the above	D
33	A frequency distribution helps _____.	a. determine how close a sample comes to the null hypothesis	b. us to understand how one variable, X, relates to another variable, Y	c. determine if a systematic association exists between two	d. determine the shape of the empirical distribution of the variable	D
34	A statistic that describes a location within a data set is a _____.	a. measure of variability	b. measure of shapes	c. measure of occasion	d. measure of location	D
35	The value obtained by summing all elements in a set and dividing by the number of elements is the _____.	Mean	Median	Mode	range	A

36	The _____ is the value that occurs most frequently.	Mean	Median	Mode	range	C
37	A measure of central tendency given as the value above which half of the values fall and below which half of the values fall is	Mean	Median	Mode	range	B
38	Business intelligence is everyday information about developments in business environment that assists managers	Newspaper Article	Customer feedback	Trade journals	All of the above	D
39	Research Proposal is except one	A plan	A Draft	A report	An outline	C
40	The main concept behind doing research is to	study and explore knowledge.	start with a predefined and clear-cut objectives.	define clear objectives	all the above.	D

41	A good qualitative problem statement:	Defines the independent and dependent variables	Conveys a sense of emerging design	Specifies a research hypothesis to be tested	Specifies the relationship between variables that the researcher expects to find	B
42	According to the text, which of the following orders is the recommended in the flowchart of the development of a	Research topic, research problem, research purpose, research	Research topic, research purpose, research problem, research	Research topic, research problem, research purpose,	Research topic, hypothesis, research problem, research	A
43	The feasibility of a research study should be considered in light of:	Cost and time required to conduct the study	Skills required of the researcher	Potential ethical concerns	All of the above	D
44	Following is/are assumption(s) in null hypotheses	There is no relationship exists between two or more variables.	There is no difference between the two sample groups	There exists a relationship between two or more variables	both 1 & 2	D
45	Identify alternate hypotheses for "There is a difference between commitment level of employees in India & Japan"	$H_A: \mu_i = \mu_j$	$H_A : \mu_i \neq \mu_j$	$H_A : \mu_i < \mu_j$	$H_A : \mu_i > \mu_j$	B

