

University of Mumbai

Sub : Business Research Methods

Programme : SY BMS Sem 4

1) Process of obtaining a numerical description of the extent to which a person or object possesses some characteristics

- a) Measurement
- b) Scaling
- c) Questionnaire
- d) Interview

2) Measurement that involves monitoring a respondent's involuntary responses to marketing stimuli via the use of electrodes and other equipment is called

- a) Projective Techniques
- b) Physiological measures
- c) Depth Interviews
- d) Multi-dimensional Scales

3) 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

4) The university book shop selects 200 of its more than 8000 customers to participate in a study on service quality in the shop. The book Shop has established a _____ for use in its research.

- a) Population
- b) Field setting
- c) Dependent grouping
- d) Sample

5) A good sampling frame must be -----

- a) Relevant

- b) Complete
- c) Precise
- d) All of the above

6) How many different samples of size 3 can be taken from the population comprising 5 elements?

- a) 7
- b) 12
- c) 5
- d) 10

7) When sample size increases, which of the following is correct?

- a) The standard error remains unchanged
- b) The standard error increases
- c) The standard error declines
- d) Simple error increases

8) In case the population has a normal distribution, then the sampling distribution of the mean

- a) Has a mean equal to the population mean
- b) Has normal distribution
- c) Both a and b
- d) Has common mean

9) In which of the following sample designs, maps rather than lists or registers are used as the sampling frame?

- a) Simple random sample
- b) Cluster sample
- c) Area Sample
- d) Random sample

10) Suppose that a population with $N = 200$ has $\mu = 30$. What is the mean of the sampling distribution of the mean for sample of size 40?

- a) Not possible to determine as this information is inadequate

- b)40
- c)25
- d)30

11)A sample study is a study of -----

- a) Whole population
- b) Only representative items
- c)51 items
- d) 49 items

12)Among the following methods which is not a probability sampling method?

- a) Systematic sampling
- b) Stratified sampling
- c)Cluster sampling
- d) Quota sampling

13)Among the following methods which is not the non-probability sampling method?

- a) Convenient sampling
- b) Quota sampling
- c)Judgement sampling
- d) Systematic sampling

14) Which of the following is the example of random sampling techniques?

- a) Taking the name of every person in a telephone book
- b)Generating a list of numbers by picking numbers out of a hat and matching these numbers to names in the telephone book
- c)Taking every tenth or twentieth name from a list of everybody in the telephone book
- d)All of the above

15) Pat Robertson is running for parliament in the General Election. She needs to know the intended choices of the voters and will undertake a survey. All the voters on the Electoral Register in her constituency would be the study's

- a) Sample
- b) Dependent variable

- c) Population
- d) Independent variable

16) What are the types of Random or probability sampling?

- a) Area sampling and Judgemental sampling
- b) Stratified sampling and Area sampling
- c) Judgemental sampling and Quota sampling
- d) Sequential sampling

17) Greg Beck of Quality Market Research tells placement student John to go out and select for personal interview ten men and ten women. Greg is using _____ sampling for this phase of the research.

- a) Random
- b) Stratified
- c) Quota
- d) Area

18) When there is a significant difference between the statistic and parametric values, it means that

- a) Sample statistic is representative of the population parameter
- b) Static value is used to approximate parameter
- c) The difference is real
- d) None of the above

19) The process of selecting a number of participants for a study in such a way that they represent the larger group from which they were selected is known as -----

- a) Research Design
- b) Sampling
- c) Data collection
- d) Random assignment

20) If the standard error of the population is reduced by 50 per cent, the sample size becomes -----

- a) Double
- b) Increase 6 times
- c) Increase 4 times
- d) None of the above

21) Which type of sampling Mr. Weber use to draw a sample that is not biased?

- a) Non-probability
- b) Concurrent
- c) Random
- d) Judgemental

22) Which of the following is not likely to be used to stratify a sample for a study investigating the use of a computerised algebra program?

- a) Gender
- b) Ethnicity
- c) Socio-economic status
- d) Number of siblings in the home

23) Which of the following is not a random sampling technique?

- a) Purposive sampling
- b) Stratified Sampling
- c) Cluster sampling
- d) Systematic sampling

24. Which analysis is related with descriptive analysis?

- a) Univariate Analysis
- b) Bivariate Analysis
- c) Multivariate Analysis
- d) All of the above

25) Which frequency expresses the number of items in an interval as a proportion or fraction of the total number of items in the data set?

- a)Relative frequency
- b) Percentage Frequency
- c) Cumulative frequency
- d) None of the above

26) Which steps involves in processing operations of data after collection of data?

- a)Coding
- b) Classification
- c) Editing
- d) Tabulation

27) Which is type of frequency distribution?

- a)Continuous or grouped frequency distribution
- b)Discrete or ungrouped frequency distribution
- c)Cumulative Frequency Distribution
- d)All of the above

28. One where measurements are only approximations and are expressed in class intervals ie within certain limits is -----

- a)Continuous Frequency Distribution
- b)Discrete Frequency Distribution
- c)Cumulative Frequency Distribution
- d)All of these Frequency Distribution

29) In which Graphical Representation, way of preparing a two-dimensional diagram is in the form of circles?

- a)Pie Chart
- b) Histogram
- c) Candle Stick
- d) Polygon

30) In which analysis, when there is a single measurement of each of the n sample objects or where there are several measurements of each of the n observations but each variable is analysed in isolation?

- a) Univariate Analysis
- b) Bivariate Analysis
- c) Multivariate Analysis
- d) None of these

31) If a group of N observations is arranged in ascending or descending order of magnitude, then the middle value is called -----

- a) Mean
- b) Median
- c) Mode
- d) None of these

32) Which is the type of correlation on the basis of number of variables? a) Positive correlation

- b) Multiple correlation
- c) Linear Correlation
- d) Non-linear Correlation

33. Which characteristics come under Karl Pearson's Coefficient of Correlation?

- a) Does not tell anything about cause-and-effect relationship
- b) Independent of change of origin and scale
- c) Varies between -1 and +1
- d) All of the above

34) If one knows that the yield and rainfall are closely related then one wants to know the amount of rain required to achieve a certain production. For this purpose we use analysis

- a) Regression Analysis
- b) Coefficient of Correlation
- c) Scatter Plots/Diagram
- d) None of these

35) When two attributes are present or absent together in the data and actual frequency is more than the expected frequency is called -----

- a) Positive Association
- b) Negative Association
- c) Independent Association
- d) dependent association

36) Which is not type of test of significance for small sample ?

- a) t-test
- b) z-test
- c) F-test
- d) Q-test

37) Which test is the part of the parametric test?

- a) Sign Test
- b) Run Test for Randomness
- c) Kruskal-Willis Test
- d) z-test

38) Which analysis comes under inferential analysis?

- a) Univariate Analysis
- b) Bivariate Analysis
- c) Multivariate Analysis
- d) Hypothesis Testing

39) The procedure of classifying the answers to a question into meaningful categories is called -----

- a) Coding
- b) Classification
- c) Editing
- d) Tabulation

40) Which of the following constitute the essential elements of coding ?

- a) Mutually exclusive
- b) Single Dimension
- c) Code Sheet
- d) all of these

41) Which among the following is type of frequency?

- a) Relative frequency
- b) Percentage frequency
- c) Cumulative frequency
- d) All of the above

42) A bar chart or graph showing the frequency of occurrence of each value of the variable being analysed is called -----

- a) Bar Chart
- b) Histogram
- c) Candle stick
- d) Polygon

43) A chart is a style of bar-chart used primary to describe price movements of a security, derivative, or currency over time is called

- a) Leaf and stem
- b) Histogram
- c) Candle Stick
- d) Bar chart

44) A group of observations is the quotient obtained by dividing the sum of all the observations by their number, is called-----

- a) Mean
- b) Median
- c) Mode
- d) Quartile

45) Which analysis is the simultaneous analysis of two variables?

- a) Univariate Analysis
- b) Bivariate Analysis
- c) Multivariate Analysis
- d) None of these

46) Which Statistical tool comes under Bivariate Analysis ?

- a) Linear Regression Analysis
- b) Association of Attributes
- c) Two-way ANOVA
- d) All of the above

47) The assumption of normal distribution for the variable under consideration or some assumption for a parametric test is not valid or is doubtful then we use

- a) Parametric Test
- b) Non-Parametric Test
- c) Both Parametric Test and Non-Parametric Test
- d) Z test

48) What is abbreviation of ANOVA?

- a) Analysis of variance
- b) Analysis of variation
- c) Analysis of variant
- d) Analysis of multivariance

49) In the research process, the management question has the following critical activity in sequence.

- a) Origin, selection, statement, exploration and refinement
- b) Origin, statement, selection, exploration and refinement
- c) Origin, exploration, selection, refinement, and statement
- d) Origin, exploration, refinement, selection and statement

50. 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
- e) Conclusion and recommendations

51. 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

52. 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

53. The following are the synonyms for independent variable except-----

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

54. The following are the synonyms for dependent variable except

- a) Presumed effect
- b) Measured Outcome
- c) Response
- d) Predicted from

55. 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

56. 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) To generate non monetary sources for the organization

57. A proposal is also known as a:

- a) Work plan
- b) Prospectus
- c) Draft plan
- d) All of the above

58. Secondary data can almost always be obtained more quickly and at a lower cost than _____ data.

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

59. 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

60. The purpose of a literature review is to.-----

A. help you find out what is the research problem

B. identify the literature to collect data.

C. demonstrate an awareness of the theoretical context in which the current. study can be located

D. help you find out what tools can be applied for analysis.

61. Which of the following should you think about when preparing your sample size?

a. Your sample frame and sampling strategy

b. The ethical issues that might arise.

c. Access to the set sample.

d. The universe, sample frame, sampling strategy and budget

62. Which of the following is not a way of assessing the trust worthiness of qualitative research?

- a) Dependability.
- b) Accessibility.
- c) Transferability.
- d) Credibility

63. Mean, Median and Mode are :

- (A) Measures of deviation
- (B) Ways of sampling
- (C) Measures of control tendency
- (D) Measures of central tendency

64. Research is ----

- (A) Searching again and again
- (B) Finding solution to any problem
- (C) Working in a scientific way to search for truth of any problem
- (D) Search for knowledge

65. Which of the following is the first step in starting the research process?

- (A) Searching sources of information to locate problem.
- (B) Survey of related literature
- (C) Identification of problem
- (D) Searching for solutions to the problem

66. A common test in research demands much priority on -----

- (A) Reliability
- (B) Useability

- (C) Objectivity
- (D) All of the above

67. Action research means -----

- (A) A longitudinal research
- (B) An applied research
- (C) A research initiated to solve an immediate problem
- (D) A research with socioeconomic objective

68. A reasoning where we start with certain particular statements and conclude with a universal statement is called

- (A) Deductive Reasoning
- (B) Inductive Reasoning
- (C) Abnormal Reasoning
- (D) Transcendental Reasoning

69. Which of the following variables cannot be expressed in quantitative terms?

- (A) Socio-economic Status
- (B) Marital Status
- (C) Numerical Aptitude
- (D) Professional Attitude

70. The essential qualities of a researcher are -----

- (A) Spirit of free enquiry
- (B) Reliance on observation and evidence
- (C) Systematization or theorizing of knowledge

(D) All the above

71. Conference proceedings are considered as.....documents.

(A) Conventional

(B) Primary

(C) Secondary

(D) Tertiary

72. RSS feed is a tool of :

(A) Graphic design

(B) Web 1.0

(C) Web 2.0

(D) Architecture

73. An appropriate source to find out descriptive information is..... .

(A) Bibliography

(B) Directory

(C) Encyclopedia

(D) Dictionary

74. One of the following search engine is exclusively meant for scientific information :

(A) Google

(B) Yahoo

(C) SCIRUS

(D) Altavista

75. Technological Gatekeeper is :

- (A) A formal method of giving current awareness service
- (B) A method of technology assessment and evaluation
- (C) A process of transfer of technology
- (D) An informal mechanism of keeping user informed of relevant development

76. The Farmington plan is associated with :

- (A) Library Legislation
- (B) Library Cataloguing
- (C) Library Cooperation
- (D) Library Indexing Service

77. UNESCO assisted Model Public Library in India is located at :

- (A) Kolkata
- (B) Delhi
- (C) Mumbai
- (D) Chennai

78. Mark the 'odd one out' :

- (A) Cow-Calf principle
- (B) Principle of osmosis
- (C) Wall picture principle
- (D) Whole organ principle

79. Shelf list facilitates..... .

- (A) Classification
- (B) Weeding out

(C) Stock verification

(D) Documentation

80. In the process of conducting research 'Formulation of Hypothesis' is followed by -----

(A) Statement of Objectives

(B) Analysis of Data

(C) Selection of Research Tools

(D) Collection of Data

81. A research paper is a brief report of research work based on -----

(A) Primary Data only

(B) Secondary Data only

(C) Both Primary and Secondary Data

(D) Fifty percent primary data

82. Which analysis is the first step of business research?

(A) Product analysis

(B) Market Analysis

(C) Financial analysis

(D) Competitor analysis

83. Which research is well-planned, systematic process which implies that it needs planning at all the stages?

(A) Marketing research

(B) Business research

(C) Social research

(D) Scientific research

84. Which of the following is an advantage of Primary data?

(A) Degree of accuracy is quite high

(B) Its requires a lot of finance

(C) Collection requires a lot of time

(D) Collection process requires a lot of efforts

85. Informal self education is possible in what kind of library?

(A) National Library

(B) Public Library

(C) Specific Library

(D) College Library

86. Which of the following is an advantage of Secondary data?

(A) The information may not be same

(B) Data may be outdated

(C) It helps to improve problem understanding

(D) Less reliable as compare to primary

87. Which of the following is the first section of research paper?

(A) Abstract

(B) Introduction

(C) Research methodology

(D) Analysis

88. Rsearch reports:

(A) present at least a review of the literature, the methods used, the findings and a discussion. They have some common elements but may vary in overall organisational structure

(B) typically present a review of the literature, the findings, a discussion and recommendations.

(C) always present recommendations as well as an outline of the methods used and the findings.

(D) always state the research question or hypothesis and are written in first person to show that the author takes responsibility for the findings.

89. What kind of information is usually presented in the limitations section of a research report?

(A) An outline of the factors that may have prevented the researcher from conducting more thorough research

(B) An outline of the extent of the research study

(C) An outline of the historical background of the research study

(D) An explanation of the research tools used to gather the data

90. Information is.....

(A) Raw Data

(B) Processed Data

(C) Input data

(D) Organized data

91. Questionnaire is a :

(A) Research method

(B) Measurement technique

(C) Tool for data collection

(D) Data analysis technique

92) Involves the orderly and systematic representation of numerical data in a form designed to elucidate the problem under consideration -----

a) Coding

b) Classification

c) Editing

d) Tabulation

93. "Controlled Group" is a term used in..... .

(A) Survey research

(B) Historical research

(C) Experimental research

(D) Descriptive research

94. 'Which words best describe the writing style that should be used in research reports?

(A) Objective and detached

(B) Personal and critical.

(C) Emotive and judgemental.

(D) Subjective and detached.

95. The abstract of the report:

(A) is usually written before the rest of the report.

(B) provides a snapshot of the major section of the entire report

(C) serves as the introduction to the report, with a focus on the background for the research.

(D) is usually several pages in length.

96. The conclusion of a research report:

- (A) can introduce new information.
- (B) must be based only on material presented in the report.
- (C) is the same as the abstract except that it is presented at the end of the report
- (D) should focus only on the findings of the research.

97. The classified data can be arranged in ----- .

- (A) Raw data
- (B) Column form
- (C) Tabular form
- (D) Graphical form

98. Which of the following is not a “Graphic representation” ?

- (A) Pie Chart
- (B) Bar Chart
- (C) Table
- (D) Histogram

99. In observation subjects do not know they are being observed.

- (A) undisguised
- (B) disguised
- (C) structured
- (D) unstructured

100. ----- is the process of drawing inferences.

- (A) Analysing

(B) Collecting

(C) Interpretation

(D) Classification