

# BM-723 Business Research Methods- Mid Exam Spring, 2021

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## Quiz Section

1.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. \*

- ☐ Marketing
- ☐ Causal
- ☒ Exploratory
- ☐ Descriptive

2.The determination of the need for research lies on \*

- ☐ Time constraints
- ☐ The availability of data
- ☐ nature of the decision
- ☒ all of above



3. Following are the common sources of research problem except \*

- ☐ Social issues
- ☐ Consultation with experts
- ☐ Folklores.
- ☒ Non authentic data

4. What is the main role of research in education? \*

- ☐ To upsurge one's social status.
- ☐ To augment one's personal growth.
- ☐ To increase one's job prospects
- ☒ To help an applicant in becoming a renowned educationalist.

5. Which of the following does not correspond to characteristics of research? \*

- ☐ Research is not passive
- ☐ Research is systematic
- ☐ Research is not a problem-oriented
- ☒ Research is not a process



6.How to judge the depth of any research? \*

- ☐ By research title
- ☐ By research duration
- ☒ By research objectives
- ☐ By total expenditure on research

7.Research problem is selected from the standpoint of \*

- ☒ Social relevance
- ☐ Financial support
- ☐ Researcher's interest
- ☐ Availability of relevant literature

8.What differentiates qualitative and quantitative research methodology? \*

- ☐ Sampling methods.
- ☐ Data collection methods.
- ☐ Analysis methods.
- ☒ All of the above

9.A researcher must have a clear idea with regards to what it is that s/he wants to find out about and not what s/he thinks s/he must find. \*

- ☒ True
- ☐ False



10.What is a function of a literature review? \*

- ☐ To provide reliable research findings.
- ☒ To provide a theoretical background to the study.
- ☐ To demonstrate that you can use the internet.
- ☐ To identify a research problem.

11.The main sources of literature for most students are \_\_\_\_\_. \*

- ☐ Google and Wikipedia.
- ☐ Newspaper articles and documentaries.
- ☐ Books, dissertations and your supervisor.
- ☒ Books, journal articles and the internet

12.How would you define 'the research process'? \*

- ☐ The researcher's plan of action to be followed when carrying out research.
- ☐ A method of collecting research data.
- ☒ The stages or steps the researcher follows in carrying out a research project.
- ☐ The account of a study the researcher will write at the end of the study ready for publication.

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