

Question	Answer1	Answer2
Business Research cannot help in	innovation of new p	improvements in existin
Which amongst this not a business research activ	defining business o	generating and evaluatin
Business Research is defined as	To search again	the application of the sci
Research conducted to address a specific busine	Longitudnal Resear	Basic Business Research
"The fashion industry makes clothes in styles and	Production Oriente	Product Oriented
Which orientation focuses more on how the firm	Production Oriente	Product Oriented
"U.S. auto industry's assembly-line process is inte	Production Oriente	Product Oriented
"Well-known hotel chains are designed to addres	Production Oriente	Product Oriented
Orientation in which the firm prioritizes efficienc	Production Oriente	Product Oriented
Orientation in which firm prioritizes decision mak	Production Oriente	Product Oriented
Which is the first step in the decision-making pro	Identifying problem	Diagnosing and assessing
Which is the final step in the decision-making pro	Identifying problem	Diagnosing and assessing
"The description of the dividend history of stocks	Identifying problem	Diagnosing and assessing
The formal, objective measurement and apprais	Evaluation Research	Basic Business Research
Research that regularly, per-haps routinely, prov	Basic Business Rese	Performance Monitoring
Feedback form given in a restaurant is an exampl	Performance Monit	Basic Business Research
Which amongst this factors does not influence th	Time constraint	Data Availability
Facts or recorded measures of certain phenomer	Information	Knowledge
Data formatted (structured) to support decision	Information	Knowledge
The subset of data and information that actually	Information	Knowledge
Which amongst this is not a characteristic of valu	Relevance	Availability
_____ refers to having the right a	Relevance	Completeness
_____ is the degree to which data rep	Relevance	Completeness
_____ is the characteristics of data ref	Relevance	Completeness
_____ means that the data are current eno	Relevance	Completeness
"Will a change in the data coincide with a change	Relevance	Completeness
If a consumer were to replace the product UPC fr	Relevance	Completeness
A blend of previous experience, insight, and data	Information	Knowledge
Organizational memory is also called as	Intellectual capital	Knowledge Base
_____ is an organized collection of computer	Intellectual capital	Global Information Syste
The process of creating an inclu-sive, comprehen	Intellectual capital	Global Information Syste
Which amongst this functions answers the quest	Testing	Foundational
Which amongst this functions addresses things li	Testing	Foundational
Which amongst this functions answers the quest	Testing	Foundational
Which amongst this functions monitors specific r	Testing	Foundational
A _____ is a system that helps decision r	Intellectual capital	Global Information Syste
A _____ is Part of the DSS that addresses e	Global Information	Customer Relationship M
A _____ is a collection of raw data arran	Intellectual capital	Global Information Syste
A _____ is the multitiered computer stor	Data Warehouse	Global Information Syste
Companies that put together consortia of data sc	Outside Vendors	Data Wholesalers
The .mil extension in a website url stands for	commercial	military
Organization of concepts in sequence from the m	File System	Categorization
Level of knowledge that is verifiable by experienc	abstarct level	empirical level

A concept that is not directly observable or measurable	Latent construct	empirical level
Which amongst this is not an example of a latent construct	Job Performance	Customer Satisfaction
Formal statement of an unproven proposition that can be tested	Hypothesis	Problem
Statements explaining the logical linkage among variables	Hypothesis	Problem
Employee who supervises the collection and analysis of data	Research Assistant	Research Analyst
The logical process of deriving a conclusion about a specific case	Hypothesizing	Deductive Reasoning
The logical process of establishing a general proposition from specific cases	Hypothesizing	Deductive Reasoning
The scientific method is made of _____ steps	Six	Five
Research performed by employees of the company	in-house research	outside agency
A firm consisting of 100 to 500 employees is called	Small Firm	Midsized Firm
A firm consisting of more than 500 employees is called	Small Firm	Midsized Firm
A firm consisting of less than 100 employees is called	Small Firm	Midsized Firm
A _____ is responsible for client contact, project management, and data analysis	Research Assistant	Research Analyst
A _____ provide technical assistance with data collection and analysis	Research Assistant	Research Analyst
Employee who provides technical assistance such as data collection and analysis	Research Assistant	Research Analyst
The _____ acts as a problem definer, an evaluator, and a decision maker	Research Assistant	Research Analyst
An _____ simply refers to a situation in which a choice must be made between two or more alternatives	Ethical Dilemma	Confusion
_____ is a term that reflects the degree to which a person's moral beliefs are influenced by the situation	Relativism	Moral
_____ is a term that reflects the degree to which a person's moral beliefs are influenced by the situation	Relativism	Moral
Copying in exam because others are also doing so	Relativism	Moral
Not Copying in exam even if others are also doing so	Relativism	Moral
_____ is a false experimental effect used to control for the placebo effect	placebo	virtual reality
Research conducted not to gather information for a specific claim	Advocacy research	psuedo-research
research undertaken to support a specific claim in a particular area	Advocacy research	psuedo-research
The process of explaining the research methods to participants	Debriefing	Consenting
The committee that carefully reviews a proposed research project	Ethics Committee	Human Subjects Review
_____ is an example of Ethical Deception	placebo	virtual reality
_____ restricts any telemarketing effort from making unsolicited calls	DND	Do-not-call legislation
_____ is the application of morals to business	Relativism	Business Ethics
Employee teams composed of individuals from various departments	Employee Group	Staff Group
"All living things are made up of cells. Blue whale is a living thing. Therefore, blue whale is made up of cells."	Hypothesizing	Deductive Reasoning
Which amongst this is not an advantage of outside research	Fresh perspective	Cheaper costs
A _____ is a written expression of the research problem, objectives, and methods	Proposel	objectives
_____ is the process of defining and delimiting the research problem	problem definition	decision
A _____ Occurs when there is a difference between the way things are and the way they should be	Research	problem
A _____ exists between the way things are and the way they should be	scope	proposal
Which of the following is one of the reason for the gap between research and practice	Business performance	Business performance is better
Which of the following is the one of the problem defining techniques	decision analysis	risk analysis
_____ is the process of gathering of basic information about the situation	situation analysis	research analysis
Situation analysis can be written up as a way of documenting the research process	research-scope	research-objectives
In research situation analysis process , _____	interrogative technique	pilot study
Which of the following is the one of the best ways to gather information	Interview technique	searching technique
In research situation analysis process _____ is a technique of gathering information	questioning	interrupting
_____ is a study that indicates what is going on in the organization	inspection	unit of analysis
A _____ is anything that varies or changes from one individual to another	constant	attribute

In research, a variable is either observed or manipulated	fixed variable	experimental variable
A _____ Something that does not change	invariants	entity
A _____ is a variable that can take on a range of	discrete	continuous
A _____ variable is one that indicates membership	Continuous	simple
A process outcome or a variable that is predicted and	dependent	independent
A _____ variable that is expected to influence the dependent	classify	simple
_____ is a written statement of research objectives	Research proposal	Research statement
_____ refers to basic research usually	Non funded business	Funded business research
_____ the primary communication	statement of problem	research design
Problem definition and research objectives form a _____	proposal	decision statement
The proposal describes _____	the data collection, management	the data modification, measurement
Which of the following tool is the best way to let the	double table	single table
Which of the following is one of the common sections	design tool	decision description
The _____ Research that addresses business	Qualitative research	Quantitative research
The _____ is the research in which the researcher	Quality research	Research-probability
_____ is the Business research that addresses	Qualitative	Quantitative
Which of the following research is more subjective.	Objective	Dependent
In quantitative research the responses are _____	Random	Structured
Qualitative research follows _____	Exploratory research	casual research design
Quantitative research results are _____	subjective	internal
_____ represent phenomena by assigning	Qualitative data	subjective data
_____ data focused on stories, visual positions	quantitative data	small data
Which of the following category of qualitative research	pilot study	Biology
_____ is an approach to understanding	hermeneutics	Grounded theory
_____ represents ways of studying culture	Grounded theory	ethnography
Which of the following is an ethnographic research approach	Planning	case study
_____ represents an inductive investigation	Theory	External theory
_____ is the documented history of a phenomenon	questions	case studies
_____ Identified by the frequency with which the	plan	idea
A _____ is an unstructured, free-flowing interview	focus group interview	telephonic interview
_____ is One-on-one, probing interview	Conversations	Semi-Structured Interviews
_____ is a procedure in which one respondent	flexibility	interview
_____ is a person who leads a focus group	mentor	moderator
A _____ is focus group outline that	management team	research team
_____ is a type of informal, "continuous"	researcher blog	focus blog
_____ is a term used for a part	Laddering	blogging
The _____ is same interpretation will be	replication	duplication
A _____ is an indirect means of questioning	selection technique	complexity
The _____ researcher's deliverable	report	document
_____ Data that have been previously collected	primary data	secondary data
Which of the following is primary advantage of sending	flexibility	time
Which of the following is common reasons why secondary	outdated information	unformatted data
_____ is the process of changing the original	data mining	data conversion
_____ is The comparison of data from one	error	cross-checks
Which of the following is an objective of secondary data	data transformation	facts finding
_____ is Estimating market potential	system building	model building
_____ Enhancing customer databases	Database marketing	data warehouse

_____ is the observation and analysis of the environment	environment analysis	market tracking
_____ is the technique that involves specifying a model	model building	system building
_____ is the Techniques that use secondary data	data analysis	market analysis
_____ is a calculation that describes the index	index analysis	retail analysis
_____ refers to the use of powerful data	data extracting	data mining
_____ is A form of artificial intelligence in the form of	neural networks	internet network
_____ is a form of data mining that analyzes data	market analysis	data analysis
_____ Involves mining data to look for customer	customer discovery	customer survey
_____ systems are a decision support system	SPSS	ERP
A _____ maintains customer databases and manages	SHRKHNN	CRM
_____ is the practice of using CRM data for marketing	Marketing	Database marketing
The _____ Data created, recorded, or stored	informative data	internal data
Which of the following is the source of external data.	university	the internet
_____ diverse types of data offered by a single source	single-source data	vendors
The people who fill out and return a mail survey are called	participant-observers	moderators.
The difference between respondents to a mail survey is	refusal error	nonresponse error.
When a researcher calls a potential respondent by phone	participant-observer.	nonrespondent.
When an interviewee has a tendency to agree with everything	Acquiescence bias	Deliberate falsification
If the interviewer's dress distracts the interviewee's attention	Social desirability bias	Interviewer bias
When the interviewee in a personal interview situation	Social desirability bias	Extremity bias
When an interviewer, by mistake, skips a question that	Self-selection bias	Deliberate falsification bias
What type of question occurs when an interviewer asks a	Biased question	Unstructured question
What type of question asks the respondent to indicate	Open-ended question	Unstructured question
When an interviewer is unable to record responses of	Self-selection error	Acquiescence error
What type of question occurs when an interviewer asks a	Biased question	Unstructured question
A face-to-face communication in which a researcher asks	a personal interview.	focus group.
When a respondent fails to answer a question asked on	callback.	item nonresponse.
Typically, which of the following is the most expensive	Mail survey	Phone survey
When a researcher attempts to contact potential respondents	CATI.	drop-off method.
When a researcher is developing a mail survey and tries	a dialog box.	pretesting.
When a potential respondent to a mail survey is contacted	a monetary incentive	survey sponsorship
The systematic process of recording behavior without	coaching.	observation.
What kind of phenomena is being observed when a subject	Physical actions	Spatial relations
All of the following can be observed EXCEPT:	physical actions.	expressive behavior.
When a librarian checks the binding of library books to	Contrived	Physical-trace
People who participate in a research experiment are called	modifiers	confounders.
In the statement: "If we add the Internet as a channel	The Internet	Rs. sales
If you try out your marketing plan for a new product in	Laboratory experiment	Field experiment
People who verbally answer an interviewer's questions	Replier	Regulator
A statistical fluctuation that occurs because of chance	Type I Error	Type II Error
Error resulting from some imperfect aspect of the research	systematic error	sample bias
A persistent tendency for the results of a sample to differ	systematic error	sample bias
A category of sample bias resulting from some response	systematic error	sample bias
An error caused by the improper administration or execution	Office error	administrative error
A bias that occurs when respondents either consciously	systematic error	sample bias

People who are not contacted or who refuse to cooperate	Replier	Regulator
An administrative error caused by improper sample design	sample bias	administrative error
The statistical differences between a survey that includes nonresponse and one that does not	nonresponse error	sample bias
A question that imposes a limit on the number of allowable responses	unstructured question	structured question
A question that does not restrict the respondents' answers	unstructured question	structured question
Straightforward questions that assume the respondent will answer truthfully	unstructured question	structured question
Indirect questions that assume the purpose of the study is to understand the respondent's behavior	unstructured question	structured question
_____ is failure of a respondent to provide an answer	nonresponse error	item nonresponse
Study that employs any combination of survey methods	mail survey	Internet survey
A self-administered questionnaire sent to respondent	Callback	Mall intercept interviews
_____ is an attempt to recontact individuals selected	Callback	Mall intercept interviews
Personal interviews conducted by telephone, the mail, or other means	Callback	Mall intercept interviews
Personal interviews conducted at respondents' doors	Callback	Mall intercept interviews
Screening procedure that involves a trial run with a group of respondents	Checking of questionnaires	intercept interviews
The systematic process of recording the behavioral patterns of individuals	Fact finding	Observation
A straightforward attempt to observe and record what is going on	Direct observation	Indirect observation
The systematic observation and quantitative description of behavior	Direct observation	Indirect observation
A distortion of measurement resulting from the cognitive bias of the respondent	auspices bias.	Acquiescence bias
Windows that open on a computer screen to prompt respondents to answer	Checkbox	radio button
Which of the following is NOT an example of systematic error?	Social desirability	Cross Culture differences
_____ is a generalized idea that represents a concept	Theory	Scale
Which of the following is an example of Random error?	Fatigue	Seasonality
Which characteristics of Scale denotes the relative importance of items?	Distance	Order
The numbers on the Jerseys of Athletes is an example of which scale?	Ratio	Interval
Select the option with INCORRECT matching scale and variable	Students roll number	Feedback of students - Ordinal
Which of the following is NOT a characteristics of Ratio scale?	The objects can be compared	There is a strict one-to-one relationship
In _____ scale, Zero has an absolute value	Nominal	Ratio
Which scale is most appropriate to gather and evaluate data on a Likert scale?	Ordinal	Nominal
Which of the following measure can only take a finite number of values?	Interval	Continuous
_____ measure reflects intensity of a concept	Index	Discrete
_____ is a phenomenon where the value assigned to a response is the opposite of the intended meaning	Reverse Engineering	Reverse Coding
Which of the following statements is NOT true with respect to reliability?	Reliability is sufficient for validity	A reliable scale is not always valid
What is the range of values of Coefficient alpha (Cronbach's alpha)?	0 to 5	0 to 1.5
Which of the following are the three major criteria for a good scale?	Reliability, Validity, and Usability	Reliability, Usability, and Construct Validity
_____ coefficient is used to represent relationship between two variables	Correlation	Regression
_____ refers to the degree that a measure corresponds to the concept it is intended to measure	Face validity	Criterion validity
_____ validity requires that, the concept being measured is related to the criterion	Construct	Criterion
_____ refers to an instrument's ability to measure what it is intended to measure	Accuracy	Sensitivity
Identify the appropriate scale used for measuring attitude	Ratio	Interval
Which component of attitude reflects a predisposition to respond in a certain way?	Logical	Affective
_____ is a technique for measuring Attitude	Ranking	Choice
An _____ is as an enduring disposition to respond in a certain way	Rating	Ranking
Which of the following measures of attitude uses a Likert scale?	Likert Scale	Semantic differential
Which of the following scales requires the subject to indicate the degree of agreement or disagreement with a statement?	Category Scale	Graphic Scale

_____ provides only Ordinal data which	Ranking	Sorting
_____ is an appropriate scale to analyse	Paired Comparision	Forced Choice Rating Sc
Which of the following is a variant of the constan	Graphic Rating Sca	Sorting
_____ is a scale in which judges assign s	Numerical scale	Stapel scale
Daniel McFadden developed a theoretical basis of	Discrete Choice	Staple Scale
Questionnaire _____ deals with the exte	Validity	Timeliness
Which of the following is NOT a feature of open-	Beneficial to a resear	Used in situations when r
Which of the following is NOT an advantage of O	Provide guidance in	Unique response from ea
_____ is a fixed alternative question th	Dichotomous	Counter branching
_____ allows the respondants to choose m	Determinant-Choice	Non-determinant Choice
The multiple choice alternatives are expected to b	Totally exhausting a	Partially exhaustive and t
A question that suggests or implies a certain answ	Counterbiasing	Leading
A _____ may induce bias because it cover	double-barreled que	counter branching questio
When a questionairre can modify the upcoming qu	Interactive	Declarative
_____ procedure allows the researcher to u	Filter Technique	Split-Ballot Technique
A filter question which can be used to determine v	Double Filter	Pivot
Which type of questions can help you to screen ou	Filter	Double-barrelled
In an internet questionnair, the boxes that appear a	widgets	open-ended boxes
Which of the following type of software would pr	Error Trapping soft	Variable piping software
Bias caused by the influence of earlier questions i	Information Bias	Order Bias
Which of the following are interviewer stimulated	E-mail and Mail	Interview and Internet
Which of the following issues is INCORRECT w	Avoid loading ques	Avoid making assumptio
Which of the following is inappropriate while ove	Asking questions in	Asking perception based
Which of the following are valid considerations w	a,b and c	a, b and d
Which of the following is NOT an advantage of p	Provides reseaaarche	Helps researcher identify
Which of the following shows the exact purpose c	Helps to capture the	Helps to bridge the cross
A complete group of entities that share some com	Population	Census
Which of the following is a non-probability Samp	Systematic Samplin	Cluster Sampling
Which of the following is a Probability Sampling	Snowball Sampling	Quota Sampling
Which of the following sampling techniques enus	Convinence Sampli	Simple Random Samplin
Which of the following is/are true?	Both A and D	Both B and C
When the researcher divides the population into g	Quota	Stratified
Given the sample size and confidence interval, the	Time	Resources
Which of the following statements is true with res	Variance is equal to	Standard deviation is equ
Find the variance of the given data set: 95,42,96,3	1028	1028.78
Which of the following is an issue with internet sa	Meeting requiremen	Stuffing the Ballot
What can you conclude about a data set where the	There is more dispe	The mean and median eq
Given two frequency distributions FD1 and FD2 v	The two distributio	The two distributions can
What is the major drawback of using Variance as	It reflects a unit of r	It is less accurate than sta
Which of the following is not a characteristics of	It is symmetrical ab	It has a standard deviatio
A Standard Normal Distribution is symmetric abo	Mean	Variance
Standard Error of the Mean is the standard deviati	Normal Distribution	Sampling Distribution
As per central-limit-theorem, when the sample siz	a T distribution	a Chi-squared distributio
Which of the following is NOT one of the factors	Variance	The magnitude of accepta

The arithmetic mean of a data set is 48 and the mode is 40	40	30
Which of the following represents the probability of an event occurring?	Confidence interval	Significance level
_____ is a specified range of numbers	Significance level	Confidence level
_____ is a theoretical probability distribution	Sampling Distribution	Population Distribution
Which of the following statistical measure cannot be calculated for a skewed distribution?	Median	Inter Quartile Range
Which of the following methods eliminates the problem of outliers?	Standard deviation	Average deviation
_____ data may not be in a form that lends itself to statistical analysis	Raw	Perfect
Field supervisors often are responsible for conducting _____	ground Report	field editing
_____ is the technical term for an unanswered question	machine nonresponse	Item nonresponse
A legitimate “_____” response is the same as “no opinion”	don’t know, know how	knock , knock
_____ often, but not always, are numerical symbols	Errors	Codes
Researchers organize _____ data into cards, fields, and records	Erroneous	Coded
A _____ is a collection of characters that represents a single data value	field, record, data file	int, float, double
CATI w. r. t. Research is an acronym for _____	Campus Attrition Technique	Complex Analysis of Tabulation
A _____ gives each variable in the study and its location a unique number	Code book	Code look
The process of transferring data from a research project to a computer is called _____	data entry	Unit Testing
The _____ stage in the coding process is error checking	Final	First
_____ analysis is the elementary transformation of data	Descriptive	Transitive
A _____ is a graphical way of showing a frequency distribution	histogram	Parallelogram
_____ refers to the orderly arrangement of data in a table	Tabulation	Convolution
Counting the different ways respondents answered a question is called _____	frequency table	Harmonic table
The actual number of responses to each category is called _____	Provisional tabulation	marginal tabulation
_____ is the appropriate technique for addressing missing data	Cross-connection	Diagonal-tabulation
_____ allow the inspection and comparison of different categories	Cross-connection	Diagonal-tabulation
A _____ is a data matrix that displays the frequency of responses	contingency table	Cross-connection
A _____ is a third variable that changes the nature of the relationship	moderator variable	dependent variable
_____ is a variation of cross-tabulation in which the data are arranged in a grid	Quadrant analysis	Richter Analysis
Data transformation is also called _____	data conversion	data diversion
_____ is the process of changing the data from its original form to a new form	Data transformation	data diversion
Summated scales, Collapsing or combining adjacent categories	Data transformation	data diversion
The data are recorded just as the respondent indicates	Raw Data	Analysed Data
The error made by respondent in raw data is called _____	Nonrespondent error	Raw error
_____ is a mistake made by an interviewer or by a respondent	Nonrespondent error	Raw error
_____ refers to the notion that the data file actually contains the data	Data Confidentiality	Data integrity
_____ is the process of checking and adjusting data for errors	Collection	Analysis
A _____ for assessing the questionnaires should be used	systematic procedure	non-systematic procedure
_____ is the assignment of numerical scores or classifications to responses	Analysis	Editing
A _____ is a collection of characters (a character is a single letter or digit)	record	field
A _____ is a collection of related fields	record	field
A _____ is a collection of related records that make up a data set	record	field
A _____ gives each variable in the study and its location a unique number	record	code book
The process of transferring data from a research project to a computer is called _____	record	code book
The final stage in the coding process is error checking	data checking	data cleaning

Answer3	Answer4	Answer5	CorrectOption	Difficulty Level	Marks	Page File Pdf
selection of employees	enhancements in employee		Answer 3	3	1	
monitoring employee a	Selling Goods		Answer 4	3	1	
Finding solution to any	Working in a scientific way		Answer 1	1	1	
Exploratory Research	Applied Business Research		Answer 4	1	1	
Marketing Oriented	None of the above		Answer 2	2	1	
Marketing Oriented	None of the above		Answer 3	3	1	
Marketing Oriented	None of the above		Answer 2	3	1	
Marketing Oriented	None of the above		Answer 3	1	1	
Marketing Oriented	None of the above		Answer 1	3	1	
Marketing Oriented	None of the above		Answer 2	1	1	
Selecting and implemen	Evaluating the course of act		Answer 1	3	1	
Selecting and implemen	Evaluating the course of act		Answer 4	2	1	
Selecting and implemen	Evaluating the course of act		Answer 1	1	1	
Exploratory Research	Applied Business Research		Answer 1	1	1	
Exploratory Research	Applied Business Research		Answer 2	3	1	
Exploratory Research	Applied Business Research		Answer 1	2	1	
Research Team	Nature of decision		Answer 3	3	1	
Data	Intelligence		Answer 3	3	1	
Data	Intelligence		Answer 1	2	1	
Data	Business Intelligence		Answer 4	3	1	
Quality	Timeliness		Answer 2	1	1	
Quality	Timeliness		Answer 2	3	1	
Quality	Timeliness		Answer 3	1	1	
Quality	Timeliness		Answer 1	3	1	
Quality	Timeliness		Answer 4	3	1	
Quality	Timeliness		Answer 1	1	1	
Quality	Timeliness		Answer 3	2	1	
Data	Intelligence		Answer 2	2	1	
Data Wareshouse	Data		Answer 1	3	1	
Data Wareshouse	Knowledge Management		Answer 2	2	1	
Data Wareshouse	Knowledge Management		Answer 4	2	1	
Issues	Performance		Answer 2	3	1	
Issues	Performance		Answer 1	2	1	
Issues	Performance		Answer 3	2	1	
Issues	Performance		Answer 4	3	1	
Decision Support System	Knowledge Management		Answer 3	3	1	
Intellectual capital	Knowledge Management		Answer 2	1	1	
Database	Decision Support System		Answer 3	2	1	
Database	Decision Support System		Answer 1	2	1	
External Distributors	None of the above		Answer 2	1	1	
educational	government		Answer 2	1	1	
Ladder of Abstraction	Classification		Answer 3	3	1	
construct level	final level		Answer 2	2	1	

construct level	Ladder of Abstraction		Answer 1	1	1	
Scores in exam	Risk Aversion		Answer 3	1	1	
Proposition	Theory		Answer 1	2	1	
Proposition	Theory		Answer 3	1	1	
Manager of DSS	Forecast Analyst		Answer 3	2	1	
Proposing	Inductive Reasoning		Answer 2	3	1	
Proposing	Inductive Reasoning		Answer 4	1	1	
Seven	Four		Answer 3	2	1	
development	R&D		Answer 1	1	1	
Large Firm	Startup		Answer 2	3	1	
Large Firm	Startup		Answer 3	2	1	
Large Firm	Startup		Answer 1	3	1	
Manager of DSS	Forecast Analyst		Answer 2	1	1	
Manager of DSS	Forecast Analyst		Answer 1	3	1	
Manager of DSS	Forecast Analyst		Answer 4	3	1	
Research Generalist	Forecast Analyst		Answer 3	3	1	
Decision	Choice		Answer 1	1	1	
Idealism	Pious		Answer 1	2	1	
Idealism	Pious		Answer 3	1	1	
Idealism	Pious		Answer 1	1	1	
Idealism	Pious		Answer 3	1	1	
Augmented reality	hypnotization		Answer 1	2	1	
surfing	hacking		Answer 2	3	1	
surfing	hacking		Answer 1	2	1	
construct level	Detailing		Answer 1	2	1	
Human Rights Committ	Committee of Advocated		Answer 2	1	1	
Augmented reality	hypnotization		Answer 1	2	1	
TRAI	Spam-Blocker		Answer 2	1	1	
Idealism	Pious		Answer 2	3	1	
Cross-functional Team	Cross-Sectional Team		Answer 3	3	1	
Proposing	Inductive Reasoning		Answer 2	2	1	
more objectivity	Special Expertise		Answer 2	3	1	
decision statement	scope		Answer3	1	1	
limitation	overview		Answer1	1	1	
decision	survay		Answer2	1	1	
gap	path		Answer3	2	1	
Actual business performa	Expected business performanc		Answer1	2	1	
identify risk	identify key symptoms		Answer4	1	1	
problem analysis	decision analysis		Answer1	2	1	
problem-definition	research-design		Answer3	1	1	
research analysis	Problem definition techniques		Answer1	3	1	
analysis technique	study technique		Answer1	2	1	
probing	discussing		Answer3	2	1	
investigation	search		Answer2	1	1	
event	variable		Answer4	1	1	

constant variable	event variable		Answer2	2	1	
constant	identifiers		Answer3	2	1	
limited	finite		Answer2	1	1	
categorical variable	independent		Answer3	1	1	
fixed	multiple		Answer1	1	1	
independent	infinite		Answer3	2	1	
Decision statement	finite statement		Answer1	1	1	
academic research	basic research		Answer2	2	1	
Research proposal	document design		Answer3	1	1	
document	report		Answer2	2	1	
the updation,editing,proof	the interpretation,editing,data		Answer1	2	1	
list	dummy table		Answer4	2	1	
documentation	design report		Answer2	3	1	
Dependent research	Independent research		Answer1	2	1	
Research-independent	Research-dependent		Answer4	2	1	
Subjective	Objective		Answer2	1	1	
qualitative	quantitative		Answer3	1	1	
unstructured	semi structured		Answer2	1	1	
imperial research design	internal design		Answer1	2	1	
external	Objective		Answer4	1	1	
Quantitative data	objective data		Answer3	1	1	
large data	Qualitative data		Answer4	1	1	
Case studies	empirical study		Answer3	2	1	
Ethnography	Geography		Answer1	3	1	
Phenomenology	hermeneutic unit		Answer2	2	1	
observation	Participant-observation		Answer4		1	
Grounded theory	Research study		Answer3	2	1	
planning	design report		Answer2	1	1	
themes	report		Answer3	1	1	
individual interview	document		Answer1	1	1	
depth interview	Observation		Answer3	2	1	
survey	piggyback		Answer4	3	1	
leader	captain		Answer2	3	1	
discussion guide	interview panel		Answer3	2	1	
interview blog	blogpost		Answer2	3	1	
messaging	polling		Answer1	2	1	
reduction	deduction		Answer1	2	1	
flexibility	projective technique		Answer4	2	1	
field notes	proposal		Answer3	3	1	
structured data	semi structured data		Answer2	1	1	
facts	availability		Answer4	1	1	
formatted data	measured data		Answer1	2	1	
data collection	data gathering		Answer2	1	1	
testing	validation		Answer2	1	1	
data modification	data mining		Answer2	1	1	
data building	facts finding		Answer3	2	1	
RDBMS	ORDBMS		Answer1	2	1	

road map	market analysis		Answer2	2	1	
data building	model collection		Answer1	1	1	
trend analysis	site analysis		Answer4	2	1	
index of retail saturation	data analysis		Answer3	2	1	
data discovering	data accessing		Answer2	2	1	
intranetwork	datahiding		Answer1	2	1	
information market analy	Market-basket analysis		Answer4	3	1	
customer analysis	customer interview		Answer1	2	1	
CRM	SQM		Answer3	1	1	
ERP	PERT		Answer2	1	1	
database networking	networking		Answer2	2	1	
data base	external data		Answer4	1	1	
school	Bank		Answer2	2	1	
library	intranet		Answer1	2	1	
focus group participants.	respondents.		Answer4	1	1	
administrative error.	social desirability.		Answer2	1	1	
moderator	respondent.		Answer2	1	1	
Interviewer bias	Administrative bias		Answer1	1	1	
Deliberate falsification bias	Administrative bias		Answer2	1	1	
Administrative error	Unconscious deliberation		Answer1	1	1	
Moderator bias	Administrative error		Answer4	1	1	
Self-selection question	Structured question		Answer2	1	1	
Biased question	Structured question		Answer4	1	1	
Extremity error	Interviewer error		Answer4	1	1	
Self-selection question	Structured question		Answer2	1	1	
mixed-mode survey.	CATI.		Answer1	1	1	
prop.	self-administered questionnai		Answer2	1	1	
Internet survey	Personal interview		Answer4	1	1	
pretest.	callback.		Answer4	1	1	
a mixed-mode survey.	a callback.		Answer2	1	1	
keying the survey.	advance notification.		Answer4	1	1	
click-through rate.	response latency.		Answer2	1	1	
Temporal patterns	Verbal records		Answer1	1	1	
attitudes.	temporal sequence.		Answer3	1	1	
Content	Click-through		Answer2	1	1	
subjects.	testing effects		Answer3	1	1	
Channel of distribution	Laptop computers		Answer2	1	1	
Mall intercept experiment	Price experiment		Answer2	1	1	
Respondents	Supplier		Answer3	1	1	
random sampling error	Mistake		Answer3	1	1	
random sampling error	respondent error		Answer1	1	1	
random sampling error	respondent error		Answer2	1	1	
random sampling error	respondent error		Answer4	1	1	
Managerial error	Organizational error		Answer2	1	1	
random sampling bias	response bias		Answer4	1	1	

Respondents	Nonrespondents		Answer4	1	1	
sample selection error	random sampling bias		Answer3	1	1	
random sampling error	respondent error		Answer1	1	1	
undisguised questions	disguised questions		Answer2	1	1	
undisguised questions	disguised questions		Answer1	1	1	
undisguised questions	disguised questions		Answer3	1	1	
undisguised questions	disguised questions		Answer4	1	1	
Managerial error	Organizational error		Answer2	1	1	
Personal interview	mixed-mode survey		Answer4	1	1	
door-to-door interviews	mail survey		Answer4	1	1	
door-to-door interviews	telephone interviews		Answer1	1	1	
door-to-door interviews	telephone interviews		Answer4	1	1	
door-to-door interviews	telephone interviews		Answer3	1	1	
door-to-door interviews	pretesting		Answer4	1	1	
Testing	Checking		Answer2	1	1	
Visible Observation	Hidden observation		Answer1	1	1	
Visible Observation	Content analysis		Answer4	1	1	
observer bias	Deliberate falsification		Answer3	1	1	
icon	dialog box		Answer4	1	1	
Sesonality	Question Ambiguity		Answer4	2	1	
Concept	Proposition		Answer3	1	1	
Social desirability	Personality differences		Answer1	2	1	
Origin	Length		Answer2	1	1	
Nominal	Ordinal		Answer3	2	1	
Weight of students - Ra	Height of students - Interval		Answer4	3	1	
Numbers assigned to the	The scale is qualitative in na		Answer1	1	1	
Interval	Ordinal		Answer2	2	1	
Ratio	Interval		Answer1	1	1	
Index	Discrete		Answer4	1	1	
Continuous	Index		Answer3	2	1	
Inverse Coding	Back Coding		Answer2	2	1	
A reliable but invalid in	Reliabilty is relatively easy t		Answer1	3	1	
-1 to 1	0 to 1		Answer4	1	1	
Relativity, Accuracy and	Relativity, Usability, testabi		Answer1	3	1	
Determination	Standard		Answer1	2	1	
Content validity	Convergent validity		Answer3	1	1	
Discriminant	Convergent		Answer4	1	1	
Reliability	Validity		Answer2	1	1	
Nominal	Ordinal		Answer1	2	1	
Behavioural	Cognitive		Answer3	1	1	
Sorting	Rating		Answer4	1	1	
Choice	Attitude		Answer4	1	1	
Staple Scale	Ladder Scale		Answer2	2	1	
Likert Scale	Staple Scale		Answer3	1	1	

Rating	Choice		Answer1	1	1	
Comparative Rating Scale	Monadic Rating Scale		Answer4	1	1	
Choice	Semantic Differential		Answer2	1	1	
Thrustone scale	Category scale		Answer3	2	1	
Reverse Coding	Behavioural Differential		Answer1	2	1	
Accuracy	Relevancy		Answer4	1	1	
Cost of administering an	Has possibility that interview		Answer3	3	1	
Allows respondents to w	Provides richness to the data		Answer2	2	1	
Binary	Dual fold		Answer1	2	1	
Frequency determination	Checklist question		Answer4	1	1	
Totally exhaustive and r	Mutually exhaustive and tot		Answer3	3	1	
Loading	Implicit		Answer2	1	1	
counter biasing biasing	dichotomous question		Answer1	2	1	
Creative	Adaptive		Answer4	1	1	
Cross Questioning Tech	Funnel Technique		Answer4	2	1	
Interactive	Probing		Answer2	1	1	
Adaptive	Split-ballot		Answer1	3	1	
pop-up boxes	drop-down boxes		Answer3	1	1	
Interactive help desk so	Funneling software		Answer1	2	1	
Response Bias	Sampling Bias		Answer2	2	1	
Telephone and Mail	Interview and Telephone		Answer4	1	1	
Avoid generating varian	Avoid technical terminology		Answer3	3	1	
Asking opinion of respo	Describing the purpose of su		Answer1	2	1	
a and b	c and d		Answer2	3	1	
Helps researcher make i	Helps the researcher to avoi		Answer4	2	1	
Helps to reveal inconsis	Help to convert the question		Answer3	3	1	
Population Element	Sample		Answer1	1	1	
Convenience Sampling	Multistage Sampling		Answer3	1	1	
Judgement Sampling	Stratified Random Sampling		Answer4	1	1	
Consecutive Sampling	Snowball Sampling		Answer2	1	1	
Both B and D	Both A and C		Answer1	3	1	
Cluster	Systematic		Answer2	1	1	
Sample Mean	Variance		Answer4	2	1	
Variance is equal to Me	Standard Deviation is equal		Answer2	2	1	
1029.78	1030		Answer3	2	1	
Drawing Panel Sample	Random Interception online		Answer2	2	1	
The data values are hete	All the data values are equal		Answer4	3	1	
The two distributions ca	The two distributions can ha		Answer3	3	1	
It will grow larger as the	It will grow larger as the obs		Answer1	3	1	
It has a mean of 0	The median identifies the no		Answer4	3	1	
Mode	Standard Deviation		Answer1	1	1	
Population Distribution	Sample Distribution		Answer2	1	1	
a Normal distribution	a Bernoulli distribution		Answer3	2	1	
The confidence level	Point estimate		Answer4	2	1	

36	42		Answer1	2	1	
Confidence level	Determination level		Answer2	2	1	
Point estimate	Confidence interval estimate		Answer4	3	1	
Sample Distribution	a Chi-squared distribution		Answer1	1	1	
Range	Mode		Answer4	2	1	
Mean Squared Deviation	Mean Deviation		Answer3	3	1	
Well formed	Well organized		Answer1	2	1	
progress report	Status report		Answer2	2	1	
Item property	Item Event		Answer2	2	1	
NA, NR	don't know , don't know		Answer4	2	1	
Blocks	Pages		Answer2	2	1	
junk	Tapped		Answer2	3	1	
RAM, Cache ROM	file, folder, drive		Answer1	2	1	
Computer-Assisted Tele	Computer Assisted Tabular		Answer3	3	1	
Code hook	code book		Answer4	1	1	
Integration Testing	System Testing		Answer1	3	1	
Third	Second		Answer1	1	1	
Inductive	Productive		Answer1	2	1	
Hologram	Monogram		Answer1	2	1	
Matriculation	Speculation		Answer1	3	1	
Transitive table	Pivot table		Answer1	1	1	
Richter tabulation	Mendel's tabulation		Answer2	2	1	
Cross-interrogation	Cross-tabulation		Answer4	3	1	
Cross-interrogation	Cross-tabs		Answer4	1	1	
Diagonal-tabulation	Cross-interrogation		Answer1	2	1	
independent variable	failed variable		Answer1	2	1	
Tuple Analysis	Path Analysis		Answer1	3	1	
data conservation	data erosion		Answer1	3	1	
data conservation	data erosion		Answer1	2	1	
data conservation	data erosion		Answer1	2	1	
Univariate Data	Bivariate Data		Answer1	1	1	
Respondent error	Analysed error		Answer3	1	1	
Respondent error	Analysed error		Answer1	2	1	
Data Availability	Actual data		Answer2	2	1	
Error checking	Editing		Answer4	3	1	
analysis	Editing		Answer1	3	1	
Coding	Collection		Answer3	1	1	
column	row		Answer2	1	1	
column	row		Answer1	2	1	
data file	row		Answer3	2	1	
data file	row		Answer2	3	1	
data entry	row		Answer3	3	1	
data transforming	data validating		Answer2	1	1	

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