



SYMBIOSIS

SCHOOL FOR ONLINE AND DIGITAL LEARNING

PRACTICE QUESTIONS FOR THE TERM END EXAMINATIONS SEMESTER I JULY 2023

COURSE NAME: Research Methodology

NOTE: - These questions are for practice purpose only. Actual questions may vary in final Examination

SECTION A: This section will have objective questions (MCQ). Each question will carry one mark. There is no negative marking.

Q 1. Which of the following is the characteristic of research?

- (a) Search for knowledge
- (b) Objectivity
- (c) Scientific process
- (d) All the above

Q 2. Business research is.

- (a) About statistical analysis
- (b) Always complex and difficult to understand
- (c) About investigating some aspect of business
- (d) Not really relevant

Q 3. Research can help business organizations to .

- (a) Solve business problem
- (b) Take decisions.
- (c) Decide strategy and plans
- (d) All the above

Q 4. Research can be used by organizations .

- (a) Doing business of consumer durables or nondurables
- (b) Doing business of industrial products
- (c) Providing services
- (d) All the above

Q 5. Research is an expensive, sophisticated process that is often beyond the reach of small businesses with their limited budgets.

- (a) True
- (b) False

Q 7. Research can be applied in which of the following functional area of business?

- (a) Marketing
- (b) Finance
- (c) HRM
- (d) All the above

Q 8. The step-by-step process by which the research project is conducted is known as:

- (a) The research process
- (b) The process of describing research
- (c) The process of developing research ideas
- (d) The process of gathering data for a research project

Q 9. The first step in the research process is the:

- (a) Development of the research plan
- (b) Survey of stakeholders to find if problems exist
- (c) Collection of the available sources for needed information
- (d) Definition of the problem

Q 10. Which of the following is not a step in research process?

- (a) Develop a research plan
- (b) Define the problem
- (c) Evaluate the competitor strategies
- (d) Data analysis

Q 11. In order to pursue the research, which of the following is priorly required?

- (a). Developing a research design
- (b). Formulating a research question
- (c).Deciding about the data analysis procedure
- (d). Formulating a research hypothesis

Q 12. How to judge the depth of any research?

- (a). By research title
- (b). By research duration
- (c). By research objectives
- (d). By total expenditure on research

Q 13. 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. None of the above

Q 14. The main objective of _____ study's to acquire knowledge

- A. Exploratory
- B. Descriptive
- C. Diagnostic
- D. Descriptive and Diagnostic

Q 15 _____ is concerned with discovering and testing certain variables with respect to their association or disassociation.

- A. Exploratory
- B. Descriptive
- C. Diagnostic
- D. Descriptive and diagnostic

Q 16.. Which of these is a precisely-defined problem definition?

- (a) Why are current sales so poor?
- (b) Will additional advertising have a positive impact on sales?
- (c) Are we in compliance with current local pricing legislation?
- (d) What per cent of adults recall an ad two days after it appeared?

Q17. Consider this research aim:

To help solve problems of absenteeism.

Which management function is the closest match?

- a) Production.
- b) Marketing.
- c) All functions.
- d) Human Resource Management.

Q18. Consider this research aim: To investigate new markets Which management function is the closest match?

- a) Production.
- b) Marketing.
- c) All functions.
- d) Human Resource Management.

Q19 .Research is something that people undertake in order to find out things in a systematic way, thereby increasing their knowledge.

- a. True
- b. False

Q 20. Research is just collecting facts or information with no clear purpose.

- a. True

b. False

Q21. A statement of the quantitative research question should:

- a. Extend the statement of purpose by specifying exactly the question (s the researcher will address
- b. Help the research in selecting appropriate participants, research methods, measures, and materials
- c. Specify the variables of interest
- d. All the above

Q22. What are the core elements of a Research Process?

- A. Introduction; Data Collection; Data Analysis; Conclusions and Recommendations
- B. Executive Summary; Literature Review; Data Gathered; Conclusions; Bibliography
- C. Research Plan; Research Data; Analysis; References
- D. Introduction; Literature Review; Research Methodology; Results; Discussions and Conclusions

Q23. Identifying causes of a problem and possible solution to a problem is

- a. Field Study
- b. Diagnostic study
- d. Action study
- c. Pilot study

Q24. Second step in problem formulation is

- A. Statement of the problem
- B. Understanding the nature of the problem
- C. Survey
- D. Discussions

Q 25. Your colleague is confused about using the marketing research process, as he knows that something is wrong but is not sure of the specific causes to investigate. He seems to be having problems with, which is often the hardest step to take.

- a. Developing the research plan
- b. Determining a research approach
- c. Defining the problem and research objectives
- d. Selecting a research agency

Q 26. Literature review is not usually concerned with helping in:

- a. objective setting.
- b. subsequent data collection.
- c. literary appreciation.
- d. research instrument design.

Q 27. The literature review will examine:

- a. only opinions.
- b. only one side of the main argument.
- c. all aspects of a topic.
- d. only facts.

Q 28.. The starting point for a literature search is:

- a. primary data.
- b. tertiary data.
- c. secondary data.
- d. some other data.

Q 29.. Researchers need to be cautious of some material, particularly material found online.

Why ?

- a. It has been used before.
- b. The quality is unknown.
- c. The authors name often does not appear.
- d. It is too recent.

Q 30. In order to acquaint yourself with the knowledge in the research area of interest, you are required to:

- a. Do literature review
- b. Do a survey in the research area.
- c. Formulate the research questions.
- d. All the above.

Q31. Why do you need to review the existing literature?

- a. To make sure you have a long list of references
- b. Because without it, you could never reach the required word-count
- c. To find out what is already known about your area of interest
- d. To help in your general studying

Q32. Literature is a :

- a. Written Record
- b. Published Record
- c. Unpublished Record
- d. All of these

Q 33.. Which method of literature review involves a non-statistical method to present data having the feature of systematic Method too?

- a. Narrative Method
- b. Systematic Method
- c. Meta-Analysis Method of Literature Review
- d. Meta-Synthesis Method of Literature Review

Q 34.. Literature review is not similar to

- a. Annotated Bibliography
- b. Abstract
- c. Survey
- d. All of these

Q 35. Literature collected is reviewed and preferably arranged

- a. Alphabetically
- b. Chronologically
- c. Randomly
- d. None of these

Q 36. The conceptual framework for the research project:

- a. Contains all of the key concepts of the research project.
- b. Contains the theoretical framework for the research project.
- c. Contains the aim and objectives of the research.
- d. Contains a description of the context for the research.

Q.37 The conceptual framework is contained in:

- a. The literature review.
- b. The research methodology.
- c. The analysis carried out for the research project.
- d. The research statement/question.

Q 38 As you begin your research project it is important to record your thoughts, ideas, inspirations, contacts, references and resources:

- a. Using an electronic recording device.
- b. In a research diary.
- c. For posterity.
- d. For your research supervisor.

Q 39. Social research is:

- a. About statistical analysis.
- b. About investigating some aspect of the social world.
- c. Done by sociologists.
- d. Always complex and difficult to understand.

Q 40 Business research is:

- a. About statistical analysis.
- b. Always complex and difficult to understand.
- c. About investigating some aspect of business.
- d. Not really relevant.

Q.41 Social research paradigms are:

- a. Different perspectives taken by social scientists on the social world.
- b. Irrelevant in business research.
- c. Data gathering methods.
- d. Different means of analysing data.

Q.42 The methodological framework contains:

- a. All of the key concepts in the research project.
- b. All of the detail on how the research was conducted.
- c. The literature review.
- d. Detail on the background to the research.

Q.43 Which technique is generally followed when the population is finite?

- a. Systematic Sampling Technique
- b. Purposive Sampling Technique
- c. Area Sampling Technique
- d. None of the above

Q 44.. Which one is called non-probability sampling?

- a. Quota sampling
- b. Cluster sampling
- c. Systematic sampling
- d. Stratified random sampling

Q 45.. The _____ scale measurement has a natural zero.

- a. Ratio
- b. Nominal
- c. Ordinal
- d. Interval

Q 46.. Cluster sampling, stratified sampling and systematic sampling are types of

- a. Direct sampling
- b. Indirect sampling
- c. Random sampling
- d. Non random sampling

Q 47. A complete list of all the sampling units is called:

- a. Sampling design
- b. Sampling frame
- c. Population frame
- d. Cluster

Q 48.. The split-half method is used as a test of:

- a. Stability
- b. Internal reliability

- c. Inter-observer consistency
- d. External validity

Q 49. What is a sampling unit?

- a. The population.
- b. The basic unit containing the elements of the population to be sampled.
- c. All the individual elements of the final sample, drawn together.
- d. The method used to collect the sample.

Q 50. Which of the following is not a non-random sampling method?

- a. Cluster sampling
- b. Quota sampling
- c. Convenience sampling
- d. Accidental sampling

Q 51. When one examines the entire population instead of a subgroup of the population, this is called a

- a. Sampling
- b. Census
- c. Population
- d. Bias

Q 52. A is a subset of a .

- a. Sample, population
- b. Population, sample
- c. Statistic, parameter
- d. Parameter, statistic

Q 53. Random sampling is also called .

- a. Availability sampling
- b. Probation sampling
- c. Probability sampling
- d. Prospect sampling

Q 53. Scale in which the respondent directly compares two or more objects and makes choices among them is

- a. Ranking Scale
- b. Rating Scale
- c. Graphic Scale
- d. None of these

Q.54 Formulation of hypothesis may NOT be required in:

- a Survey method
- b Historical studies
- c Experimental studies

d Normative studies

Q.55 Field-work based research is classified as:

- a Empirical
- b Historical
- c Experimental
- d Biographical

Q.56 Which of the following sampling method is appropriate to study the prevalence of AIDS amongst male and female in India in 1976, 1986, 1996 and 2006?

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

Q.57 When a research problem is related to heterogeneous population, the most suitable sampling method is:

- a Cluster Sampling
- b Stratified Sampling
- c Convenient Sampling
- d Lottery Method

Q.58 The process not needed in experimental research is:

- a Observation
- b Manipulation and replication
- c Controlling
- d Reference collection

Q.59 We use Factorial Analysis:

- a To know the relationship between two variables
- b To test the Hypothesis
- c To know the difference between two variables
- d To know the difference among the many variables

Q.60 Coding in qualitative research requires .

- a. Pre-testing the code book.
- b. Verifying the coded data.
- c. Developing themes.
- d. Developing a code book

SECTION –II This section contains the subjective part

Student will have to answer 04 questions out of 06. Each question carries 05 marks.

Answers are to be typed in the assessment platform.

Answer following in brief.

Each question carries 5 marks

- 1 Define Research and types of research
- 2 Explain the process of Research in details.
- 3 Explain various types of tasks involve in defining research problem.
- 4 How do you define a research problem? Explain it with an illustration.
- 5 Explain the literature review process in details.
- 6 What are the various methods of literature review
- 7 Why do researchers find it essential to establish a well-defined conceptual framework in the early stages of their research?
- 8 Design a conceptual framework for a topic of your choice.
- 9 Describe the role of Qualitative and Quantitative in research with the help of examples?
- 10 Explain the meaning and significance of a Research design.
- 11 How will you differentiate between descriptive statistics and inferential statistics?
- 12 Describe the important statistical measures often used to summaries the survey/research data.