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Chapter 1: Multiple choice questions - OUP

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104 Business Research Methods - MCQs 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

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Multiple Choice Questions on Research Methodology 1. The method that consists of collection of data through observation and experimentation, formulation and testing of hypothesis is called. a) empirical method. b) scientific method. c) scientific information. d) practical knowledge. 2. Information acquired by experience or experimentation is ...

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Multiple choice questions - Pearson Education

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Semester 5: Business Research Methods - Commercemcq.com

Take the quiz to test your understanding of the key concepts covered in the chapter. Try testing yourself before you read the chapter to see where your strengths and weaknesses are, then test yourself again once you've read the chapter to see how well you've understood.PART A: PRINCIPLES AND PLANNING FOR RESEARCH1. Which of the following should not be a criterion for a good research project?

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BUSINESS RESEARCH METHODS SECTION A: MULTIPLE CHOICE QUESTIONS (25 MARKS) ANSWER ALL QUESTIONS. 3. 5. The primary function of business research is to a. provide information to assist managers in making decisions b. provide solution to a business problem c. attempt to predict future behavior d. identify personal needs

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