1. In a qualitative research proposal you would not expect to see a............
   a) Research question
   b) Research aim
   c) Hypothesis
   d) Operational definition
   Ans: c)

2. Which of the following statement is not true?
   a) A research proposal is a document that presents a plan for a project
   b) A research proposal shows that the researcher is capable of successfully conducting the proposed research project
   c) A research proposal is an unorganized and unplanned project
   d) A research proposal is just like a research report and written before the research project
   Ans: c)

3. After identifying the important variables and establishing the logical reasoning in theoretical framework, the next step in the research process is..........
   a) To conduct surveys
   b) To generate the hypothesis
   c) To focus group discussions
   d) To use experiments in an investigation
   Ans: b)

4. The fundamental characteristic of the scientific method is __________ a)
   a) Theories
   b) Empiricism
5. According to Goodstein's (2000) "evolved theory of science," which of the following is not a characteristic of scientific inquiry?

a) Scientists make observations that are accurately reported to other scientists and the public so others can replicate the methods and obtain the same results.

b) Science flourishes when there is an open system for the exchange of ideas in which supporters and those who disagree with an idea can report their research and it can be evaluated by others.

c) Research studies must be reviewed by peers before they become a part of the scientific literature.

d) Scientists search for observations that support ideas popular to others and viewed by other scientists as publishable.

Ans: d)

6. The main advantage of producing a written research proposal is-------

a) Informs all interested parties

b) Helps with credibility

c) Helps the institution

d) Helps keep people employed

Ans: a)

7. The one which will always appear in a research proposal is.......  

a) Business objective

b) Research objective

c) Marketing objective

d) Creative objective

Ans: b)
8. Good research proposals will always———
   a) Consider all possible research that had previously been done on the topic
   b) Provide respondent names and addresses
   c) Focus on the Harvard style
   d) Focus on addressing the research objectives
   Ans: d)

9. The proposal's literature review is important because———
   a) It is expected by the university
   b) The tutor insists upon it
   c) It looks authoritative
   d) It shows that you are knowledgeable about the literature that relates to your research topic
   Ans: c)

10. The proposal section which intended to describe the purpose with a full statement of the research question is———
    a) Literature review
    b) References
    c) Introduction
    d) Proposed Method
    Ans: c)

11. Which of the following statement is not true?
    a) A research proposal is a document that presents a plan for a project
    b) A research proposal shows that the researcher is capable of successfully conducting the proposed research project
    c) A research proposal is an unorganized and unplanned project
d) A research proposal is just like a research report and written before the research project. 
Ans: c)

12. The statement of purpose in a research study should-------

a) Identify the design of the study
b) Identify the intent or objective of the study
c) Specify the type of people to be used in the study
d) Describe the study

Ans: b)

13. The research participants are described in detail in.........section of the research plan a) Introduction
b) Method
c) Data analysis
d) Discussion

Ans: b)

14. The Method section of the research plan typically specifies -------

a) The research participants
b) The apparatus, instruments, and materials for the research study
c) The planned research procedures
d) all of the above

Ans: d)

15. The interactive, computer-based information system that collects data on transactions and operations is........

a) Transaction processing system
b) Decision support system
16. One of the following is not the three main components in a decision support system........
   a) Communications
   b) Dialogue
   c) Model
   d) Data
   Ans: a)

17. To explain, predict, and/or control phenomena are the goal of --------------- a)
   Tradition
   b) Inductive logic
   c) Deductive logic
   d) The scientific method
   Ans: d)

18. The purpose of a literature review is to-...........
   a) Help you find out what is already known about this area
   b) Identify any inconsistencies or gaps in the literature.
   c) Demonstrate an awareness of the theoretical context in which the current study can be located
   d) Find what is already known, identify gaps, and demonstrate awareness Ans: b)

19. The scientific method is preferred over other ways of knowing because it is more........
   a) Reliable
b) Systematic

c) Accurate

d) All of the given options

Ans: d)

20. According to Burrell & Morgan (1979) one of the following is not a paradigm within business research methods is......

   a) Radical structuralist
   b) Radical positivist
   c) Functionalist
   d) Interpretative

Ans: b)

21. After you locate a source, you should write down all the details of the reference, except...........

   a) Full names of the authors
   b) Titles
   c) Volumes
   d) Price

Ans: d)

22. The basis of Scientific Method is........

   a) To test hypotheses in conditions that is conclusive to its success
   b) To formulate a research problem and disprove the hypothesis
   c) To formulate a research problem, test the hypothesis in carefully controlled conditions that challenge the hypothesis.
   d) To test hypotheses and if they are disproved, they should be abandoned completely.

Ans: c)
23. The facts that should be collected to measure a variable, depend upon the--------

a) Conceptual understanding
b) Dictionary meaning
c) Operational definition
d) All of the above
Ans: d)

24. The word 'Research' means-------

a) A lab experiment
b) A report.
c) A systematic enquiry
d) A procedure
Ans: c)

25. If a researcher is studying the effect of using laptops in his classroom to ascertain their merit and worth; he is likely conducting......type of research

a) Basic
b) Applied
c) Evaluation
d) Experimental
Ans: c)

26. The reasons for consulting handbooks, yearbooks, encyclopedias, or reviews in the Initial stages of identifying a research topic is........

a) They are readily available
b) They provide an overview of the issues related to a topic
c) They are primary sources
d) They avoid reporting statistical data so one can interpret the results more easily. Ans: b)
27. Qualitative and Quantitative Research are the classification of research on the basis of......
   a) Use of the research
   b) Time dimensions
   c) Techniques used
   d) Purpose of the research
   Ans: c)

28. The application of the scientific method to study of business problems is called...... a) Inductive reasoning
   b) Deductive reasoning
   c) Business research
   d) Grounded theory
   Ans: c)

29. The research method is not applicable under........
   a) Healthcare
   b) Business
   c) Government offices
   d) Imaginary worlds
   Ans: d)

30. In an article it is most beneficial to read-------
   a) References
   b) Methods
   c) Introduction
   d) Figures
31. Which of the following is not a function of clearly identified research questions?
   a) They guide your literature search
   b) They keep you focused throughout the data collection period
   c) They make the scope of your research as wide as possible
   d) They are linked together to help you construct a coherent argument
   Ans: c)

32. An operational definition is—
   a) One that bears no relation to the underlying concept
   b) An abstract, theoretical definition of a concept
   c) A definition of a concept in terms of specific, empirical measures
   d) One that refers to opera singers and their work
   Ans: c)

33. Basic research can also be called as———
   a) Practical research
   b) Fundamental Research
   c) Action research
   d) Assessment research
   Ans: b)

34. 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
35. The meaning of a good research does not mean ------

a) Purpose clearly defined  
b) Research process detailed  
c) Research design thoroughly planned  
d) Findings presented ambiguously  

Ans: d)

36. 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  

Ans: a)

37. 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) Both b and c  

Ans: d)

38. A proposal is also known as a......

a) Work plan  
b) Prospectus
c) Outline

d) All of the above

Ans: d)

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

a) Primary

b) Tertiary

c) Collective

d) Research

Ans: a)

40. The quality of a research to produce almost identical results in successive repeated trials reflects its.....-

a) Reliability

b) Validity

c) Accuracy

d) None of the above

Ans: a)

41. What should a market researcher do once he or she has defined the problem and the research objectives?

a) Collect the information

b) Budget for information collection

c) Develop the research plan

d) Sample the population

Ans: c)
42. Business research is a systematic inquiry that provides information to guide business decisions. This includes the following except......

a) Reporting
b) Descriptive
c) Explanatory
d) Predictive studies

Ans: d)

43. Which of the following should not be a consideration in writing a proposal?

a) Understanding the purpose behind the request for proposal
b) Understanding the problem situation
c) The appearance/form of the proposal
d) Responding to every element exactly as specified by the client

Ans: c)

44. The step-by-step account of what the researcher and participants did during the research study is provided in........

a) Introduction
b) Abstract
c) Procedure
d) Design

Ans: c)

45. Which of the following is an example of deception in business research?

a) The obtaining of company material without permission
b) The researcher representing their research as being about a different topic
c) The researcher wearing a disguise during an observation
d) The researcher failing to ask permission to interview someone
46. Which one of the following is not a characteristic of scientific method?
   a) Deterministic
   b) Rationalism
   c) Empirical
   d) Abstraction
   Ans: d)

47. A research problem is feasible only when-
   a) It is researchable
   b) It is new and adds something to knowledge
   c) It has utility and relevance
   d) All of these
   Ans : d)

48. Hypothesis cannot be stated in ........
   a) Null and question form terms
   b) Declarative term
   c) General terms
   d) Directional terms
   Ans: c)

49. The validity and reliability of a research will be at stake when ------
   a) The author who is the source of information is biased, incompetent or dishonest
   b) The incident was reported after a long period of time from that of its occurrence
   c) The researcher himself is not competent enough to draw logical conclusions
   d) All of the above
50. After a researcher has stated the specific problem to be studied in an experiment, he must then develop a -------
   a) Theory
   b) Conclusion
   c) Hypothesis
   d) Summary of the data
   Ans: c)

Unit 2 : Research Design

1. Research hypotheses are ______________
   a) Formulated prior from review of the literature
   b) Statements of predicted relationships between variables
   c) Stated such that they can be confirmed or refuted
   d) Both b and c
   Ans : d)

2. Hypotheses in qualitative research studies usually _ ______
   a) Are very specific and stated prior to beginning the study
   b) Are often generated as the data are collected, interpreted, and analyzed c)
      Are never used
   d) Are always stated after the research study has been completed
   Ans : b)
3. Research in which the researcher uses the qualitative paradigm for one phase and the quantitative paradigm for another phase in known as ______________ a) action research
b) basic research
c) quantitative research
d) mixed method research

4. Qualitative research is often exploratory and has all of the following characteristics except-
-------

a) it is typically used when a great deal is already known about the topic of interest.
b) it relies on the collection of non numerical data such as words and pictures
c) it is used to generate hypotheses and develop theory about phenomena in the world
d) it uses the inductive scientific method

ANS(a)

5. The opposite of the variables is

a) A constant
b) An extraneous variable
c) A dependent variable
d) A data set

Ans(a)

6. A variable that is presumed to cause a change in another variable is called as ………

a) Categorical variable
b) Dependent variable
c) Independent variable
d) Intervening variable

Ans(c)
7. A condition of characteristics that can take on different values or categories is called .......... 
a) a constant  

b) a variable  
c) a cause-and-effect relationship  
d) a descriptive relationship  

8. The quantitative research is best described by------
a) the collection of non numerical data  
b) an attempt to confirms the researcher's hypotheses  
c) research that is exploratory  
d) research that attempts to generate a new theory  
Ans: b)  

9. ______ allow a researcher to examine the degree and direction of the relationship between two characteristics or variables.  
a) Correlational designs  
b) Quasi-experimental designs  
c) Confounding variables  
d) Experimental designs  
Ans: a)  

10. A dependent variable refers to.......... 
    a) The experimental condition  
    b) The variable which shows us the effect of the manipulation.  
    c) The variable being manipulated or varied in some way by the researcher  
    d) A variable with a single value which remains constant in a particular context  
    Ans: b)
11. Variables are..........
   a) the main focus of research in science.
   b) something that can vary in terms of precision
   c) something that we can measure
   d) all of the above
   Ans: d)

12. The sort of variable manipulated by the researcher is -.........
   a) Dependent.
   b) Co-dependent
   c) Independent
   d) All variables are manipulated by the researcher
   Ans: c)

13. The null and alternative hypotheses divide all possibilities into-
   a) two sets that overlap
   b) two non-overlapping sets
   c) two sets that may or may not overlap
   d) as many sets as necessary to cover all possibilities
   Ans: b)

14. ........is true of the null and alternative hypotheses.
   a) Exactly one hypothesis must be true
   b) both hypotheses must be true
   c) It is possible for both hypotheses to be true
   d) It is possible for neither hypothesis to be true
   Ans: a)
15. The form of the alternative hypothesis can be:
   a) one-tailed
   b) two-tailed
   c) neither one nor two-tailed
   d) one or two-tailed
   Ans: d)

16. The alternative hypothesis is also known as the:
   a) elective hypothesis
   b) optional hypothesis
   c) research hypothesis
   d) null hypothesis
   Ans: c)

17. A Type II error is also known as a______.
   a) False positive
   b) False negative
   c) Double negative
   d) Positive negative
   Ans: b)

18. A Type I error is also known as a______.
   a) False positive
   b) False negative
   c) Double negative
   d) Positive negative
   Ans: a)
19. ________ is the failure to reject a false null hypothesis.
   a) Type I error
   b) Type II error
   c) Type A error
   d) Type B error
   Ans: b)

20. Which of the following statements is/are true according to the logic of hypothesis testing?
   a) When the null hypothesis is true, it should be rejected
   b) When the null hypothesis is true, it should not be rejected
   c) When the null hypothesis is false, it should be rejected
   d) Both b and c are true
   Ans: d)

21. A literature review requires
   a) Planning
   b) Good & clear writing
   c) Lot of rewriting
   d) All of the above
   Ans: d)

22. Conducting surveys is the most common method of generating....... a)
   Primary data
   
   b) Secondary data
   c) Qualitative data
   d) None of the above
   Ans: a)
23. A list of questions which is handed over to the respondent, who reads the questions and records the answers himself is known as the.......... 

a) Interview schedule  
b) Questionnaire  
c) Interview guided.  
d) All of the given options  
Ans: b) 

24. Exploratory research addresses one of the following types of question. a) 
If  
b) How  
c) Why  
d) What  
Ans: d) 

25. Hypothesis test may also be called as: 

a) Informal test  
b) Significance test  
c) Moderating test  
d) T-test  
Ans: b) 

26. The interview in which questions are already prepared is called  

a) Telephonic interview  
b) Personal interview  
c) Unstructured interview  
d) Structured interview
27. The group that does not receive the experimental treatment condition is the_______.
   a) Experimental group
   b) Control group
   c) Treatment group
   d) Independent group
   Ans: b)

28. There is a number of ways in which confounding extraneous variables can be controlled. Which control technique is considered to be the best?
   a) Random assignment
   b) Matching
   c) Counterbalancing
   d) None of the above
   Ans: a)

29. A cell is a combination of two or more____in a factorial design.
   a) Research designs
   b) Research measurements
   c) Dependent variables
   d) Independent variables
   Ans: d)

30. A factorial design is one in which____.
   a) Only one independent variable is studied to determine its effect on the dependent variable
   b) Only two independent variables are simultaneously studied to determine their independent and interactive effects on the dependent variable
c) Two or more independent variables are simultaneously studied to determine their independent and interactive effects on the dependent variable

d) Two dependent variables are studied to determine their interactive effects

Ans: c)

31. A researcher is interested in the effects of a preschool program on later school performance. Because she is concerned that socio-economic-status (SES) is a potential extraneous variable in her study, she picks children to study who are only from low SES homes. The control technique she used in this study was—

a) Matching
b) Random assignment
c) Holding the extraneous variable constant
d) Statistically controlling the extraneous variable

Ans: c)

32. The directors of a graduate program in educational research wish to see what types of jobs their graduates take after they finish their program. They randomly sample students from the program and have them fill out questionnaires with items asking about the types of jobs they have had. They also are asked to describe the roles they play in their current positions. This project is best described as having what kind of objective—

a) Descriptive
b) Predictive
c) Explanatory
d) None of the above

Ans: a)

33. The variable the researcher matches to eliminate it as an alternative explanation is called a________variable.

a) Matching
b) Independent
c) Dependent
d) Partial
Ans: a)

34. Which of the following is not a longitudinal design?
   a) Panel
   b) Cross-sectional
   c) Trend
   d) Both a and c are longitudinal designs
Ans: d)

35. In qualitative research, differences among types of purposive sample have to do with-----
   a) Representativeness.
   b) Timing during the study.
   c) Individual variability.
   d) All of the above.
Ans: d)

36. Data analysis in qualitative research, as contrasted with quantitative research, is generally——
   a) Theatrical rather than applied.
   b) Applied rather than theatrical.
   c) Deductive rather than inductive.
   d) Inductive rather than deductive.
Ans: d)

37. Qualitative researchers view changes in procedures during a study as.......... a)
   A weakness
b) Frustrating  
c) A good thing  
d) To be avoided  
Ans: c)

38. Conclusions from qualitative research are------
   a) Less certain than from quantitative research
   b) Of little practical use
   c) Seldom defensible
   d) Of descriptive value only.
   Ans: a)

39. The validity poses a problem for qualitative research because—
   a) Because the measurement of validity implies that there is something fixed which can be measured
   b) Because the validity of interviews cannot be measured
   c) Because validity is only an issue in quantitative research
   d) Because there isn't any quantitative data on which to assess validity
   Ans: a)

40. The weakness of quantitative research is------
   a) Provides precise, numerical data
   b) The researcher's categories that are used might not reflect local constituenciesunderstandings
   c) Testing hypotheses that are constructed before the data are collected
   d) Can study a large number of people
   Ans: b)
41. A study in which quantitative and qualitative data are collected at the same time is a...........

a) Concurrent mixed method design
b) Mixed method design
c) Sequential mixed method design
d) Cross-sectional mixed method design

Ans: a)

42. The starting point for a literature search is--------

a) Tertiary data
b) Primary data
c) Secondary data
d) Some other data

Ans: a)

43. The researcher is usually interested in supporting ---- when he or she is engaging in hypothesis testing.

a) The alternative hypothesis
b) The null hypothesis
c) Both the alternative and null hypothesis
d) Neither the alternative or null hypothesis

Ans: a)

44. The cutoff the researcher uses to decide whether to reject the null hypothesis is called the—

a) Significance level
b) Alpha level
c) Probability value
d) Both a and b are correct
45. Of type I and type II error, one which traditionally regarded as more serious is a) Type I
b) Type II
c) They are equally serious
d) Neither is serious
Ans: a)

46. Smaller p-values indicate more evidence in support of ........
a) the null hypothesis
b) the alternative hypothesis
c) the quality of the researcher
d) further testing
Ans: b)

47. A null hypothesis can only be rejected at the 5% significance level if and only if—
a) a 95% confidence interval includes the hypothesized value of the parameter
b) a 95% confidence interval does not include the hypothesized value of the parameter
c) the null hypothesis is void
d) the null hypotheses includes sampling error
Ans: b)

48. A developmental research design that examines age differences at only one point in time is called the __________ method.
a) Cross-sectional
b) Longitudinal
c) Single-case

d) Sequential

Ans: a)