



Exam Seat No. \_\_\_\_

**(B.)P. COLLEGE OF BUSINESS ADMINISTRATION**

(Constituent College of Kadi Sarva Vishwavidyalaya)

**BBA SEM – V**

**MCQ TEST September 2013**

**SUB: Research Methodology (BBA 27)**

**Date: 07/09/13**

**Day: Saturday**

**Total Marks: 60**

**Duration: 40 minutes**

**Instructions:**

- **All questions are compulsory.**
  - **All questions carry 2 marks each.**
1. Research in common parlance refers to \_\_\_\_\_  
a. a search for Idea      b. a search for knowledge      c. a search for wisdom      d. a search for skills
  2. Research comprises \_\_\_\_\_  
a. defining and redefining wisdom      b. defining and redefining opportunities  
c. defining and redefining problems      d. none
  3. The purpose of research is \_\_\_\_\_  
a. to discover answers to questions      b. to discover answers only  
c. to discover questions only      d. none
  4. The major purpose of descriptive research is \_\_\_\_\_ of the state of affairs as it exists at present.  
a. description      b. prescription      c. inscription      d. none
  5. The methods of research utilized in descriptive research are \_\_\_\_\_.  
a. non- survey methods of all kinds      b. survey methods of all kinds      c. both a & b      d. None
  6. In analytical research, the researcher has to use \_\_\_\_\_ and analyze to make a critical evaluation.  
a. facts or information already available      b. knowledge already available  
c. skills already available      d. none
  7. Applied research aims at finding a solution for \_\_\_\_\_ facing a society or an industrial/business organization.  
a. a next problem      b. an immediate problem      c. a previous problem      d. none
  8. Fundamental research is mainly concerned with \_\_\_\_\_ and with the formulation of a theory .  
a. generalisations      b. non- generalisations      c. both a & b      d. None
  9. “Gathering knowledge for knowledge’s sake is termed \_\_\_\_\_ research.”  
a. exploratory      b. analytical      c. descriptive      d. ‘pure’ or ‘basic’
  10. Quantitative research is based on the \_\_\_\_\_.  
a. measurement of quality or amount      b. measurement of quantity or amount  
c. measurement of quantity and quantity      d. measurement of ideas or potentials
  11. Qualitative research, on the other hand, is concerned with \_\_\_\_\_.  
a. qualitative phenomenon      b. quantitative phenomenon      c. both a & b      d. None
  12. Conceptual research is generally used by \_\_\_\_\_ to develop new concepts or to reinterpret existing ones.  
a. realist and pragmatist      b. philosophers and thinkers      c. both a & b      d. None
  13. Empirical research relies on \_\_\_\_\_ alone, often without due regard for system and theory.  
a. indecision or irresolution      b. uncertainty or doubt      c. experience or observation      d. None
  14. Empirical research is also known as \_\_\_\_\_ research.  
a. non-experimental      b. experimental      c. both a & b      d. None

15. Such research follow case-study methods or in-depth approaches to reach the basic causal relations is known as
  - a. Empirical research
  - b. fundamental research
  - c. Qualitative research
  - d. clinical or diagnostic research.
16. The objective of exploratory research is the development of \_\_\_\_\_.
  - a. hypotheses
  - b. only testing hypotheses
  - c. both a & b
  - d. None
17. There are two basic approaches to research, viz \_\_\_\_\_.
  - a. non-quantitative and non-qualitative
  - b. quantitative and qualitative
  - c. both a & b
  - d. None
18. The purpose of inferential approach to research is \_\_\_\_\_ from which to infer characteristics or relationships of population.
  - a. to form knowledge
  - b. to form skills
  - c. to form a data base
  - d. None
19. Simulation approach of research involves the construction of \_\_\_\_\_ within which relevant information and data can be generated.
  - a. an artificial environment
  - b. an original environment
  - c. both a & b
  - d. None
20. Qualitative approach to research is concerned with \_\_\_\_\_ of attitudes, opinions and behaviour.
  - a. objective assessment
  - b. subjective assessment
  - c. both a & b
  - d. None
21. Research methodology is a way to systematically solve the research problem and understood as a \_\_\_\_\_ of studying how research is done scientifically.
  - a. social study
  - b. mathematics
  - c. science
  - d. Statistic
22. Recording of notes, Content analysis, Tape and Film listening and Research records analysis are the example of \_\_\_\_\_.
  - a. field research
  - b. library research
  - c. laboratory research
  - d. None
23. Small group study of random behaviour, play and role analysis are the example of \_\_\_\_\_.
  - a. field research
  - b. library research
  - c. laboratory research
  - d. None
24. There are two types of research problems, viz., \_\_\_\_\_.
  - a. those which relate to minds and knowledge
  - b. those which relate to states of nature and those which relate to relationships between variables
  - c. those which relate to science and which relate to engineering
  - d. None of the above
25. Working hypothesis is \_\_\_\_\_ made in order to draw out and test its logical or empirical consequences.
  - a. permanent establishment
  - b. furious development
  - c. tentative assumption
  - d. None
26. All the items under consideration in any field of inquiry constitute \_\_\_\_\_.
  - a. 'mathematics' or 'science'
  - b. a 'universe' or 'population'.
  - c. 'skills' or 'potentials'
  - d. None
27. Cluster sampling involves \_\_\_\_\_ the population
  - a. separating
  - b. grouping
  - c. unscrambling
  - d. None
28. Collection of information by way of investigator's own observation is known as \_\_\_\_\_.
  - a. primary data
  - b. secondary data
  - c. both a & b
  - d. None
29. In research process, the first and foremost step happens to be that of \_\_\_\_\_.
 

Answer key

  - a. selecting and properly formulating hypothes
  - b. selecting and properly defining a research design
  - c. selecting and properly defining a research problem
  - d. selecting and properly defining findings.
30. Find out an appropriate equation where research problem does exist \_\_\_\_\_.
  - a.  $N(P|I, C_j, O_j)$
  - b.  $O_j(P|I, C_j, N)$
  - c.  $P(O_j|I, C_j, N)$
  - d. None

1	b
2	c
3	a
4	a
5	b
6	a
7	b
8	a
9	d
10	b
11	a
12	b
13	c
14	b
15	d
16	a
17	b
18	c
19	a
20	b
21	c
22	b
23	c
24	b
25	c
26	b
27	b
28	a
29	c
30	c