



Dr.G.R.Damodaran College of Science

(Autonomous, affiliated to the Bharathiar University, recognized by the UGC) Re-accredited at the 'A' Grade Level by the NAAC and ISO 9001:2008 Certified CRISL rated 'A' (TN) for MBA and MIB Programmes

III BBA[2015-2018]

SEMESTER-V

SKILL BASED SUBJECT: RESEARCH METHODS FOR MANAGEMENT-516D

Multiple Choice Questions.

1. A definite plan for obtaining a sample from a given population is called _____.

- A. sample design
- B. size of sample.
- C. sampling error
- D. sampling unit

ANSWER: A

2. What research method is popular because it is comparatively inexpensive and well-suited to studying large numbers of people?

- A. experiments.
- B. participant observation.
- C. interviews.
- D. surveys.

ANSWER: D

3. The task of drawing inferences from the collected facts after an analytical and experimental study is called _____.

- A. classification.
- B. interpretation
- C. tabulation
- D. editing

ANSWER: B

4. The first page of a research report is called as _____.

- A. abstract.
- B. preface.
- C. title page.
- D. bibliography.

ANSWER: C

5. The advertising research is an application of _

- A. management research
- B. marketing research
- C. operation research

D. accounting research.

ANSWER: B

6. _____ is a research in the sales which can be broadly classified into sales analysis, sales control and market analysis

- A. Product research.
- B. Price research.
- C. Motivation research.
- D. Sales research.

ANSWER: D

7. Under _____, every item of the universe has an equal chance of inclusion in the sample.

- A. probability sampling
- B. non-probability sampling.
- C. convenience sampling
- D. judgement sampling

ANSWER: A

8. If the investigator obtains the data from published or unpublished sources, such data will constitute

- A. primary data.
- B. secondary data.
- C. relevant data.
- D. current data

ANSWER: B

9. The first step in research is _____.

- A. preparing research design.
- B. field work.
- C. research presentation
- D. formulation of research problem

ANSWER: D

10. Small sample theory is applicable when N is _____

- A. 30.
- B. 50.
- C. 200.
- D. 300.

ANSWER: A

11. Under _____ method data are collected from each and every unit of the population.

- A. sampling.
- B. random sampling
- C. census.
- D. convenience sampling.

ANSWER: C

12. 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.

ANSWER: C

13. Thurstone type scale is known as _____.

- A. likert scale
- B. differential scale
- C. guttman scale.
- D. osgood scale.

ANSWER: B

14. Deliberate sampling is also known as _____ sampling

- A. probability
- B. simple random.
- C. stratified
- D. non-probability.

ANSWER: D

15. A hypothesis is an _____.

- A. assumption .
- B. theory
- C. axiom
- D. law.

ANSWER: A

16. A plan of study or blueprint for study is called _____.

- A. research design.
- B. design.
- C. model.
- D. hypothesis.

ANSWER: A

17. Market research helps to understand _____.

- A. about the market
- B. about the competitors
- C. about the consumers.
- D. businessmen.

ANSWER: A

18. Description of the state of affairs as it exists at present is the major purpose of _____ research

- A. analytical
- B. applied
- C. descriptive
- D. quantitative

ANSWER: C

19. Buying from a number of persons instead of one person is known as _____.

- A. concentrated buying
- B. diversified buying
- C. reciprocal buying
- D. hand to mouth buying.

ANSWER: B

20. The objective of Pricing _____.

- A. to attract the consumer.
- B. to achieve the target
- C. to increase the sales.
- D. to maximize the profit.

ANSWER: D

21. _____ is a characteristic of a population

- A. statistic
- B. parameter
- C. sampling frame
- D. sampling error

ANSWER: B

22. _____ Questions should be asked at the end of the questionnaire

- A. Personal
- B. Technical
- C. Indirect
- D. Long

ANSWER: A

23. _____ questions might give more information about the respondents.

- A. Closed ended
- B. Open ended.
- C. Indirect
- D. Direct .

ANSWER: B

24. _____ is the one in which questions are arranged in the order.

- A. Structured questionnaire
- B. Non-structure questionnaire
- C. Disguised questionnaire
- D. Non-disguised questionnaire

ANSWER: A

25. _____ indicates the degree to which an instrument measures what it is supposed to measure

- A. Reliability
- B. Stability
- C. Validity
- D. Practicality

ANSWER: C

26. The data which have never been used for any purpose earlier is _____.

- A. secondary data
- B. primary data.
- C. interview data.
- D. questionnaire data.

ANSWER: B

27. The most suitable positional average for qualitative measurement is _____.

- A. mean.
- B. median.
- C. mode.
- D. standard deviation.

ANSWER: B

28. If the investigator obtains the data from published or unpublished Source, such data will constitute _____.

- A. primary data.
- B. secondary data.
- C. census data.
- D. none of these.

ANSWER: B

29. _____ facilitate an easy understanding of the diverse and complex data

- A. Samples.
- B. Diagrams .
- C. Hypothesis.
- D. Coding.

ANSWER: B

30. The research task is not completed until the _____ has been written

- A. design.
- B. hypothesis.
- C. interpretation
- D. report.

ANSWER: D

31. _____ is one of the research used in new product development process.

- A. concept testing
- B. distribution.
- C. product.
- D. media.

ANSWER: A

32. Projective techniques are used in _____.

- A. no disguised structured technique
- B. non disguised Non structured technique.
- C. disguised Non structured techniques
- D. disguised structured.

ANSWER: C

33. _____ is an example for non- probability sampling

- A. cluster sampling
- B. convenience sampling
- C. stratified random sampling.
- D. area sampling.

ANSWER: B

34. Jury of executive opinion _____.

- A. is used in motivation research
- B. is used in media research
- C. is used in sales forecasting
- D. is used in attitude research

ANSWER: C

35. A research paper is a brief report of research work based on _____.

- A. Primary Data only.
- B. Secondary data only.
- C. Both Primary and Secondary data.
- D. None of the above.

ANSWER: C

36. Dichotomous questions provide _____

- A. two answer only.
- B. more than two answers
- C. four answer only
- D. more than three answers.

ANSWER: A

37. Categorizing the data on the basis of similarities called _____.

- A. tabulation.
- B. identification.
- C. classification.
- D. analysis

ANSWER: C

38. Report given in an understandable way in an interesting style with emphasis on practical aspects and policy implications is _____.

- A. date report.
- B. technical.
- C. executive report.
- D. popular report

ANSWER: D

39. A hypothesis of no difference is _____.

- A. null hypothesis
- B. alternative hypothesis.

- C. positive hypothesis.
- D. negative hypothesis

ANSWER: A

40. The maximum points in likert scale is _____.

- A. 5.
- B. 3.
- C. 2.
- D. 1.

ANSWER: A

41. Level of significance is also called the region of _____.

- A. rejection.
- B. acceptance.
- C. null Hypothesis.
- D. sample limited

ANSWER: A

42. The hypothesis is false but our test accepts it is called _____.

- A. type I error
- B. type II error
- C. sampling.
- D. on-sampling error

ANSWER: B

43. List of books referred by the researcher will be given in the _____

- A. bibliography
- B. appendix.
- C. body of the report.
- D. introduction.

ANSWER: A

44. _____ of data means the task of drawing conclusions and of explaining their significance.

- A. Tabulating.
- B. Editing.
- C. Coding.
- D. Interpretation.

ANSWER: D

45. The main drawback of mail questionnaire is _____

- A. Low cost
- B. Free from the bias of interviewer
- C. respondents have adequate time to fill in
- D. Low rate of return of the duly filled in questionnaire

ANSWER: D

46. The most appropriate technique for measuring attitude is _____.

- A. Rank Order

- B. Likert Scale
- C. Nominal
- D. Paired Comparison

ANSWER: B

47. The important advantage of secondary data is _____.

- A. economical.
- B. accuracy.
- C. reliability.
- D. availability.

ANSWER: A

48. Selecting sample units after having knowledge of the universe is __

- A. judgment sampling.
- B. area sampling.
- C. multi phase sampling
- D. replicated sampling.

ANSWER: A

49. The overall area to be covered in a survey is divided in to several smaller areas within which a random Sample is selected is called as _____.

- A. quota Sampling
- B. area Sampling
- C. multi Phase sampling.
- D. replicated sampling

ANSWER: C

50. The list of question in which the answers are written by the respondent is known as _____.

- A. schedule.
- B. questionnaire.
- C. observation
- D. pantry audit

ANSWER: B

51. Which one of the following is a probability sampling?

- A. Convenience Sampling.
- B. Quota sampling
- C. Judgment sampling
- D. Random sampling.

ANSWER: D

52. Convenience sampling is one of the _____ sampling methods

- A. probability.
- B. non-probability.
- C. census.
- D. quota.

ANSWER: B

53. Simple random sampling is also known as _____.

- A. chance sampling
- B. convenience sampling.
- C. quota sampling.
- D. none of these.

ANSWER: A

54. Before the questionnaire is finally printed it should be _____.

- A. post-tested.
- B. pre-tested.
- C. tested.
- D. not tested.

ANSWER: B

55. The task of drawing inferences from the collected facts after an analytical and experiments is called _____.

- A. classification.
- B. interpretation.
- C. tabulation.
- D. report writing.

ANSWER: B

56. Quota sampling is also known as _____ sampling

- A. probability.
- B. simple random.
- C. judgment
- D. non probability

ANSWER: D

57. Research helps to devise _____ and examine their consequences

- A. strategies.
- B. alternatives.
- C. policies.
- D. plans.

ANSWER: B

58. A hypothesis tested and accepted becomes a _____.

- A. fact.
- B. theory.
- C. axiom
- D. law.

ANSWER: A

59. A plan of study or blueprint for study is called ____

- A. research process
- B. research design
- C. sample design.
- D. hypothesis.

ANSWER: B

60. Applied researches are concerned with _____.

- A. every day life
- B. observation.
- C. mechanical devices.
- D. interview.

ANSWER: A

61. The process of going from general to particular is known as _____.

- A. deduction.
- B. observation.
- C. induction.
- D. prediction

ANSWER: A

62. Research helps to _____.

- A. save time.
- B. reduce the burden of the managers.
- C. take the decision scientifically
- D. apply knowledge in the field.

ANSWER: C

63. Applied research is aimed at _____.

- A. discovering new uses
- B. finding untold mysteries of nature.
- C. solving problems
- D. creating history.

ANSWER: C

64. Research design is _____.

- A. overall plan.
- B. sampling design only
- C. cross sectional study.
- D. descriptive study.

ANSWER: A

65. The problem for research should ordinarily be expressed in _____.

- A. an interrogative form
- B. positive form.
- C. negative form.
- D. no specific form.

ANSWER: D

66. Size of the sample depends on ____

- A. size of the market.
- B. the researcher.
- C. size of the population.

D. area of the research.

ANSWER: C

67. Hypothesis is _____.

- A. a prediction
- B. a solution
- C. a problem.
- D. deduction.

ANSWER: A

68. A _____ is filled by the investigator

- A. questionnaire.
- B. schedule.
- C. table.
- D. respondent.

ANSWER: B

69. The questionnaire should be _____.

- A. medium.
- B. too short
- C. short.
- D. too lengthy

ANSWER: C

70. The method which a small number of interviewers remain the sample village or town for some days for collecting data less obtrusively is called _____.

- A. invasion method
- B. immersion method.
- C. observation method.
- D. deployment method.

ANSWER: C

71. Simple random sampling is possible when _____.

- A. we have a definite population for which information is not available
- B. we have a definite population for which information is available
- C. we have a indefinite population for which information is available .
- D. we have a indefinite population for which information is not available

ANSWER: B

72. The summarization of results in the form of statistical tables is _____.

- A. editing.
- B. card.
- C. tabulation.
- D. rating.

ANSWER: C

73. The test based on the ratio of two variances is _____.

- A. Z test

- B. T test.
- C. chi-square test.
- D. F test.

ANSWER: A

74. _____ is one of the main aspects of a questionnaire

- A. Question Sequence
- B. Editing
- C. Coding
- D. Multiple Choice

ANSWER: A

75. Arrangement of data on the basis of their characteristics in homogenous group is _____.

- A. editing.
- B. coding.
- C. transcription.
- D. classification.

ANSWER: D

76. Sampling helps to reduce the _____ of the research

- A. error.
- B. cost and time.
- C. quality.
- D. accuracy.

ANSWER: B

77. The information obtained from financial statement of a joint stock company is known as _____.

- A. primary data.
- B. secondary data.
- C. historical data.
- D. outdated data.

ANSWER: B

78. Arrangement of condition for collecting and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure is called as _____.

- A. research plan.
- B. research study.
- C. research design.
- D. research operations.

ANSWER: C

79. Action research tries to solve _____.

- A. an ongoing problem.
- B. a new problem
- C. a solved problem
- D. experimental problem.

ANSWER: A

80. Non-experimental research possesses only one component namely _____.

- A. measurement.
- B. manipulation.
- C. control.
- D. action.

ANSWER: A

81. A tentative solution to a problem is _____.

- A. hypothesis
- B. research problem.
- C. research design.
- D. sampling.

ANSWER: A

82. For experimental research hypothesis is _____.

- A. absolutely necessary.
- B. not necessary.
- C. optional.
- D. will be unnecessary.

ANSWER: A

83. A researcher sets the null hypothesis and he tries to _____ that out of research.

- A. prove.
- B. disprove
- C. develop.
- D. modify.

ANSWER: B

84. Where one wants to test the theory or solve problems the best method of data collection is _____.

- A. simulation.
- B. field experiments
- C. laboratory experiments.
- D. random method.

ANSWER: B

85. A. questionnaire which does not have the questions in sequence is _____.

- A. structured questionnaire.
- B. Non-structured questionnaire.
- C. Disguised questionnaire.
- D. Non-Disguised questionnaire.

ANSWER: B

86. The target group which the researcher wants to know about is _____.

- A. sample.
- B. population.
- C. sample size.
- D. unit.

ANSWER: B

87. When a sample is formed by selecting every n th item from the universe where n refers to the sampling interval, it is _____.

- A. simple random sampling
- B. systematic sampling.
- C. cluster sampling
- D. multistage sampling.

ANSWER: B

88. Which of the following sampling technique has got more accuracy?

- A. Simple random sampling.
- B. Stratified random sampling
- C. Systematic sampling.
- D. Quota sampling .

ANSWER: B

89. Where numerals, letters or other symbols are used to rank objects., it is _____.

- A. nominal measurement
- B. interval measurement
- C. ordinal measurement.
- D. ration measurement

ANSWER: C

90. The most frequently used form of summated scale is _____.

- A. thurston equal appearing intervals scale
- B. guttmann cumulative scale.
- C. likert scale
- D. semantic scale

ANSWER: C

91. After data collection, segregating the valid one by rejecting the incomplete and inaccurate data is called as _____.

- A. editing.
- B. tabulation.
- C. classification.
- D. coding.

ANSWER: A

92. Coding can be done _____.

- A. before the actual data collection.
- B. after the data collection.
- C. before or after the data collection.
- D. for present only.

ANSWER: C

93. _____ is the most flexible but also more costly way to collect primary data.

- A. Personal interview.
- B. Telephone.

C. Electronic mail.

D. Mail by post.

ANSWER: A

94. The past researchers report may be a suitable sources of information to develop new hypothesis is called _____.

A. literature survey.

B. experimental survey.

C. case study.

D. conclusion research.

ANSWER: A

95. Footnote finds its place at _____.

A. the end of each page.

B. the end of the report.

C. references.

D. bibliography.

ANSWER: A

96. A proposition which the research wants to verify is called as _____.

A. questionnaire.

B. hypothesis.

C. interviewing.

D. none.

ANSWER: B

97. Which of the following is not an essential characteristic of a written report

A. Accuracy.

B. Objectivity.

C. Clarity.

D. Bulky.

ANSWER: D

98. Ignoring or avoiding a good idea at the early stages is a _____.

A. go error.

B. drop error.

C. no error.

D. omission error .

ANSWER: D

99. _____ is the overall plan or programmes of research.

A. Sample design.

B. Statistical design.

C. Observational design.

D. Research design.

ANSWER: D

100. Under _____ method the investigator obtains the data by watching the phenomena as they occur

- A. observation.
- B. interview.
- C. training.
- D. conference.

ANSWER: A

101. To formulate a tentative answer to the problems is called _____.

- A. interpretation.
- B. scaling technique.
- C. hypothesis.
- D. report writing

ANSWER: C

102. The Levels of significance is also called the region of _____.

- A. rejection.
- B. acceptance.
- C. null hypothesis.
- D. sample limit.

ANSWER: A

103. T test is used when the sample size is _____.

- A. up to 30.
- B. above 30.
- C. up to 100.
- D. above 100.

ANSWER: A

104. The list of questions in which the answers are written by the respondent is _____.

- A. schedule
- B. questionnaire.
- C. form.
- D. form set.

ANSWER: B

105. _____ is a proposition which can be put to test its validity

- A. Hypothesis.
- B. F-test.
- C. Z-test.
- D. T-Test.

ANSWER: A

106. Formulating a problem for more precise idea or hypothesis is _____.

- A. survey.
- B. exploratory.
- C. descriptive.
- D. experience.

ANSWER: B

107. Null hypothesis is rejected and it should be accepted when it is _____ error

- A. type I error.
- B. type II error.
- C. zero erro
- D. type I & II.

ANSWER: A

108. Arrangement of data in orderly manner is called _____

- A. coding.
- B. tabulating.
- C. editing.
- D. decoding.

ANSWER: B

109. Collecting of information from respondents directly is called _____.

- A. questionnaire
- B. survey.
- C. primary data.
- D. none.

ANSWER: A

110. Faulty process of selection is _____.

- A. biased error.
- B. unbiased error.
- C. manual error.
- D. none.

ANSWER: A

111. _____ test is used for comparing a sample variance to theoretical population.

- A. F-test.
- B. ANOVA.
- C. Chi-square
- D. T-test.

ANSWER: C

112. The study which portrays on the characteristic of a group or individual is called _____.

- A. experimental
- B. descriptive.
- C. causal.
- D. none.

ANSWER: B

113. The method of analyzing, conceptualizing social life is called _____ research.

- A. scientific .
- B. social.
- C. basic.
- D. functional.

ANSWER: B

114. The method of collecting data under this method is costlier and time consuming.

- A. Questionnaire.
- B. Schedule.
- C. Interview.
- D. Mail questionnaire.

ANSWER: C

115. In case of large sample to be collected in a short span of time with less cost., then we should use _____ method.

- A. mail questionnaire.
- B. questionnaire.
- C. personal interview.
- D. telephone interview

ANSWER: A

116. Index includes _____.

- A. list of authors.
- B. suggestion
- C. limitation.
- D. statistical tools

ANSWER: A

117. The size of sample depends on _____.

- A. size of the population
- B. public.
- C. research.
- D. data.

ANSWER: A

118. Thurston uses _____ scaling technique

- A. 5 point
- B. 7 point.
- C. 9 point.
- D. 3 point.

ANSWER: B

119. _____ is a process which simplifies recording of answers.

- A. Decoding.
- B. Tabulating.
- C. Deleting
- D. Coding..

ANSWER: A

120. Appendix contain information pertaining to _____.

- A. supporting materials
- B. findings.
- C. suggestion

D. none.

ANSWER: A

121. The division of population into different stages is known as _____.

- A. systematic sampling
- B. cluster.
- C. quota.
- D. simple

ANSWER: B

122. The data collected by another person is called _____.

- A. primary data.
- B. secondary data.
- C. primary and secondary data.
- D. none of the above.

ANSWER: A

123. Which method of data collection gives more accurate and reliable information?

- A. Mail questionnaire method.
- B. Questionnaire method.
- C. Schedule method.
- D. Survey.

ANSWER: C

124. Pure research aims at enriching the _____.

- A. theory.
- B. Field of application
- C. Empirical research.
- D. Individual cases without the objective to generalize

ANSWER: A

125. In psychological research, the independent variable is known as _____.

- A. response.
- B. stimulus.
- C. explicit.
- D. implicit.

ANSWER: B

126. Under _____ method researcher does not have much control over the data collected.

- A. Mail questionnaire method.
- B. Questionnaire method.
- C. Schedule method.
- D. Survey.

ANSWER: A

127. Random sampling is also referred to as _____.

- A. probability sampling.
- B. non-probability sampling.

- C. judgement sampling.
- D. quota sampling.

ANSWER: A

128. In chronological classification, data are classified on the basis of _____.

- A. location.
- B. attributes.
- C. class-interval.
- D. time.

ANSWER: D

129. Which of the following would you regard as discrete variables?

- A. Time.
- B. Height.
- C. Number of persons in a family.
- D. Weight.

ANSWER: C

130. Secondary data is called _____.

- A. should never be used
- B. should be used after careful scrutiny about the source, accuracy and reliability.
- C. can be used where scrutiny is not required while using it.
- D. can be used after ascertaining only thing about the author who has collected

ANSWER: B

131. While editing primary data, the researcher has only to see that the data contained in the questionnaire is _____.

- A. accurate and consistent..
- B. relatively true.
- C. mostly unambiguous.
- D. ambiguous.

ANSWER: A

132. The first step in tabulation is _____.

- A. coding.
- B. tabulating.
- C. editing.
- D. classification.

ANSWER: D

133. The null hypothesis asserts that there is no true difference between _____.

- A. two different samples.
- B. two different population.
- C. sample and population.
- D. sample and hypothesis.

ANSWER: C

134. The standard deviation of sampling distribution is called _____.

- A. type I error.
- B. type II error.
- C. standard error.
- D. sampling error.

ANSWER: C

135. A small sample theory is applicable when _____.

- A. n is > 30 .
- B. n is < 30 .
- C. n is at least 100.
- D. n is at least 1000.

ANSWER: B

136. Theoretical work on t-distribution was done by _____.

- A. Fisher.
- B. Gossett.
- C. Karl Person.
- D. Lap lace.

ANSWER: B

137. The Chi square test was first used by Karl Pearson in the year _____.

- A. 1800.
- B. 1900.
- C. 1910.
- D. 1920

ANSWER: B

138. The calculated value of X^2 is always _____.

- A. positive.
- B. negative.
- C. either positive or negative.
- D. none of these

ANSWER: A

139. The analysis of variance originated in _____.

- A. agrarian research
- B. biological research.
- C. industrial research.
- D. none of these.

ANSWER: A

140. Thematic apperception test is _____.

- A. word test.
- B. sentence completion test.
- C. a cartoon-type test.
- D. story completion test.

ANSWER: A

141. The audiometer method is also known as _____.

- A. roster-recall method.
- B. the coincidental method.
- C. the diary method.
- D. none of these.

ANSWER: C

142. Sales potential analysis is also termed as _____.

- A. market analysis.
- B. time series-analysis.
- C. multiple-factor analysis.
- D. none of these.

ANSWER: A

143. _____ is the most flexible but also most costly way to collect primary data personal interview

- A. Telephone.
- B. Electronic email.
- C. Mail by post.
- D. none of these.

ANSWER: A

144. The past researchers may be a suitable sources of information to develop new a. hypothesis is called

- A. literature survey.
- B. experience survey.
- C. case study.
- D. conserve research.

ANSWER: B

145. Under _____ method the investigator obtains the data by watching and nothing the phenomena as they occur.

- A. observation.
- B. interview.
- C. questionnaire.
- D. training.

ANSWER: A

146. A _____ is the overall plan or programmes of research.

- A. sample design.
- B. statistical design.
- C. observation design.
- D. research design.

ANSWER: D

147. Ignoring or avoiding a good idea at the early stages is a _____.

- A. go error.
- B. drop error.
- C. leave error.
- D. omission error.

ANSWER: B

148. Which are the following not an essential characteristic of a written report _____.

- A. accuracy.
- B. objective
- C. clarity.
- D. bulky.

ANSWER: D

149. The alternative hypothesis is an alternative assumption about the population _____.

- A. parameter.
- B. random sample.
- C. random number.
- D. prime number.

ANSWER: A

150. The most appropriate technique for measuring attitude is _____.

- A. observation.
- B. survey.
- C. correlation.
- D. scaling.

ANSWER: D

151. Research methods means _____.

- A. is a term used to refer to all aspects of the implementation of methods.
- B. are the procedures a researcher uses to gather information.
- C. are a set of abstract concepts together with propositions about they are related.
- D. none of the above.

ANSWER: B

152. Managers who know little about the importance of research may obtain _____ conclusions

- A. suitable
- B. relevant
- C. subtle.
- D. irrelevant.

ANSWER: D

153. When the problem has been defined, the manager and researcher must set _____.

- A. research Principles.
- B. research objectives.
- C. all of the above
- D. none of the above.

ANSWER: B

154. Which of these is not a method of data collection?

- A. Questionnaires.
- B. Interviews.
- C. Experiments.

D. Observations.

ANSWER: C

155. Secondary/existing data may include which of the following

- A. Official documents.
- B. Personal documents.
- C. Archived research data.
- D. All of the above.

ANSWER: D

156. _____ data collection requires more extensive research, more time, and more money.

- A. Environmental.
- B. Primary.
- C. Secondary.
- D. All of the above.

ANSWER: B

157. Research may be collected by: _____

- A. mail, personal interview.
- B. telephone.
- C. email, fax.
- D. all of the above

ANSWER: D

158. _____ questionnaire can also take a long time to complete

- A. Mail.
- B. Telephone, personal interview.
- C. E-mail, fax.
- D. All of the above.

ANSWER: A

159. Telephone interviewing is _____.

- A. costlier.
- B. attractive
- C. cheap.
- D. all of the above

ANSWER: A

160. Open-ended questions provide primarily _____ data.

- A. confirmatory data.
- B. qualitative data.
- C. predictive data.
- D. none of the above.

ANSWER: B

161. Qualitative observation is usually done for exploratory purposes; it is also called _____ observation.

- A. structured.

- B. naturalistic.
- C. complete
- D. probed.

ANSWER: B

162. Another name for a Likert Scale is a(n) _____

- A. interview protocol.
- B. event sampling.
- C. summated rating scale.
- D. ranking.

ANSWER: C

163. Which of the following is not one of the six major methods of data collection that are used by educational researchers?

- A. Observation.
- B. Interviews.
- C. Questionnaires.
- D. Checklists.

ANSWER: A

164. census taker often collects data through which of the following?

- A. Standardized tests
- B. Interviews.
- C. Secondary data.
- D. Observations.

ANSWER: D

165. The researcher has secretly placed him or herself (as a member) in the group that is being studied. This researcher may be which of the following?

- A. A complete participant.
- B. An observer-as-participant.
- C. A participant-as-observer.
- D. None of the above.

ANSWER: A

166. Which of the following is not a form of non random sampling techniques

- A. Snowball sampling.
- B. Convenience sampling.
- C. Quota sampling.
- D. They are all forms of nonrandom sampling.

ANSWER: D

167. Sampling in qualitative research is similar to which type of sampling in quantitative research?

- A. Simple random sampling.
- B. Systematic sampling.
- C. Quota sampling.
- D. Purposive sampling.

ANSWER: D

168. Which of the following would generally require the largest sample size?

- A. Cluster sampling.
- B. Simple random sampling.
- C. Systematic sampling.
- D. Proportional stratified sampling.

ANSWER: A

169. How often does the Census Bureau take a complete population count

- A. Every year.
- B. Every five years.
- C. Every ten years.
- D. Twice a year.

ANSWER: A

170. People who are available, volunteer, or can be easily recruited are used in the sampling method called _____.

- A. Simple random sampling
- B. Cluster sampling.
- C. Systematic sampling.
- D. Convenience sampling.

ANSWER: D

171. Which of the following is not a type of nonrandom sampling?

- A. Cluster sampling
- B. Convenience sampling
- C. Quota sampling.
- D. Purposive sampling.

ANSWER: A

172. The process of drawing a sample from a population is known as _____.

- A. sampling.
- B. census.
- C. survey research.
- D. none of the above.

ANSWER: A

173. Which of the following is not an example of a nonrandom sampling technique?

- A. purposive.
- B. quota.
- C. convenience.
- D. cluster.

ANSWER: D

174. Which of the following sampling methods is the best way to select a group of people for a study if you are interested in making larger population? g statements about the

- A. convenience sampling.
- B. quota sampling.

- C. purposive sampling.
- D. random sampling.

ANSWER: D

175. _____ is a set of elements taken from a larger population according to certain rules.

- A. Sample.
- B. Population.
- C. Sampling frame.
- D. Element.

ANSWER: A

176. Determining the sample interval (represented by k), randomly selecting a number between 1 and k , and including each element in your sample are the steps for which form of sampling?

- A. Simple Random Sampling.
- B. Stratified Random Sampling.
- C. Systematic Sampling.
- D. Cluster sampling.

ANSWER: C

177. Name the two hypothesis _____.

- A. null.
- B. alternate.
- C. all of the above.
- D. none of the above.

ANSWER: C

178. The nonrandom sampling type that involves selecting a convenience sample from a population with a specific set of characteristics for your research

- A. convenience sampling.
- B. quota sampling.
- C. purposive sampling.
- D. snowball sampling.

ANSWER: C

179. Which type of research provides the strongest evidence about the existence of cause-and-effect relationships?

- A. nonexperimental Research
- B. experimental Research.
- C. all the above.
- D. none of these.

ANSWER: B

180. Research that is done to understand an event from the past is known as _____.

- A. experimental research.
- B. historical research.
- C. exploratory research.
- D. archival research.

ANSWER: B

181. Which of the following includes examples of quantitative variables?

- A. Age, temperature, income, height
- B. Grade point average, anxiety level, reading performance
- C. Gender, religion, ethnic group
- D. Both 1 and 2.

ANSWER: D

182. What is the opposite of a variable?

- A. A constant.
- B. An extraneous variable.
- C. dependent variable.
- D. A data set.

ANSWER: A

183. 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.

ANSWER: B

184. A research plan is called as _____.

- A. should be detailed
- B. should be given to others for review and comments
- C. sets out the rationale for a research study.
- D. all of the above.

ANSWER: D

185. The process of quantifying data is referred to as _____.

- A. typology.
- B. diagramming.
- C. enumerating.
- D. encoding.

ANSWER: C

186. MR stands for

- A. medical Research.
- B. marketing Research.
- C. all of the above.
- D. none of the above.

ANSWER: B

187. _____ Department provides specific information to marketing managers

- A. Marketing.
- B. Finance.
- C. Marketing research.
- D. Systems.

ANSWER: C

188. _____ determines who is to be surveyed

- A. Sampling Unit
- B. Sample Size.
- C. Sampling Procedure.
- D. All of the above.

ANSWER: A

189. _____ determines the number of people to be surveyed

- A. Sampling Unit.
- B. Sample Size.
- C. Sampling Procedure.
- D. Sampling frame.

ANSWER: B

190. _____ consists of a set of questions presented to a respondent

- A. Questionnaire.
- B. Mechanical devices.
- C. All of the above.
- D. None of the above.

ANSWER: A

191. The worth of a hypothesis often depends on the _____ skills

- A. managing Director
- B. researcher
- C. marketer
- D. all of the above.

ANSWER: B

192. The observations which are measurable are called _____ observations

- A. quantitative.
- B. qualitative.
- C. all of the above.
- D. none of the above.

ANSWER: A

193. Observations that cannot be measured are termed as _____.

- A. quantitative.
- B. qualitative.
- C. all of the above.
- D. none of the above.

ANSWER: B

194. _____ is a collection of any number of related observations

- A. Data.
- B. Data set.
- C. All of the above.

D. None of the above.

ANSWER: D

195. A formal statement of the research question or purpose of research study generally _____.

- A. is made prior to the literature review.
- B. helps at the end of the research.
- C. will help guide the research process.
- D. useful to write the findings.

ANSWER: C

196. _____ data consists of information that is collected by the researcher which does not exist.

- A. Environmental.
- B. Primary.
- C. Secondary.
- D. literature review.

ANSWER: B

197. _____ is codes that are developed during the process of coding.

- A. Inductive code.
- B. A priori code.
- C. Co-occurring code.
- D. Face sheet code.

ANSWER: A

198. _____ is the basic building blocks of qualitative data.

- A. Category.
- B. Unit.
- C. Individual.
- D. Size.

ANSWER: A

199. _____ is used to obtain information that people are unwilling or unable to provide.

- A. Situational research.
- B. Marketing research.
- C. Observational research.
- D. All of the above.

ANSWER: C

200. The major demerits of survey research is its

- A. options.
- B. flexibility.
- C. cheap.
- D. all of the above.

ANSWER: B

201. The main drawback of mail questionnaire is _____.

- A. no Scope for clearing doubts.
- B. response rate is poor.

- C.
- D. any body may fill it.

ANSWER: B

202. The main disadvantage of mail questionnaire is _____.

- A. no Scope for clearing doubts.
- B. response rate is poor.
- C. facial expression can not be seen.
- D. any body may fill it.

ANSWER: B

203. Which of the following technique is the easiest and fastest?

- A. Cluster sampling.
- B. Stratified Sampling.
- C. Systematic Random sampling.
- D. Simple random sampling.

ANSWER: D

204. The appropriate technique for measuring attitude is

- A. observation.
- B. survey.
- C. correlation.
- D. scaling.

ANSWER: D

205. The important merits of secondary data is _____.

- A. economical.
- B. accuracy.
- C. reliability.
- D. availability.

ANSWER: D

206. Selecting sample units after having knowledge of the universe

- A. judgement sampling.
- B. convenient sampling.
- C. quota sampling.
- D. random sampling.

ANSWER: A

207. The Overall area to be covered in a survey is divided in to several smaller areas within which as random sample is selected?

- A. quota Sampling.
- B. area Sampling.
- C. multi Phase Sampling.
- D. replicated Sampling.

ANSWER: B

208. Census is of _____ data.

- A. primary.
- B. secondary.
- C. prime.
- D. primary and secondary.

ANSWER: A

209. The estimates obtained from a census survey are always more reliable than those from a sample survey. The Statement is _____.

- A. always true.
- B. false.
- C. partly true.
- D. cannot say.

ANSWER: A

210. The Gathering of data form is called as _____.

- A. survey.
- B. questionnaire.
- C. secondary data.
- D. none.

ANSWER: B

211. A sample is a _____.

- A. hypothesis.
- B. part of population.
- C. whole Population.
- D. none.

ANSWER: B

212. Marketing research is concerned with _____.

- A. the application of theories, problem-solving methods, and techniques to. identify and solve problems in organizations.
- B. the application of theories, problem-solving methods, and techniques to. identify and solve problems in marketing.
- C. all of the above.
- D. none of the above.

ANSWER: B

213. In order to offset unpredictable consumer behavior, companies invest in _____.

- A. market research.
- B. computers.
- C. e-Business.
- D. all of the above

ANSWER: A

214. Dell Computer might want to know a demographic breakdown of how many and what kinds of people or companies will purchase a new model in its personal computer line It is an example for

_____.

- A. market research.

- B. computers.
- C. e-Business.
- D. all of the above.

ANSWER: A

215. Managers cannot always wait for information to arrive in bits and pieces from marketing departments. They often require _____ studies.

- A. formal.
- B. Informal.
- C. convenience.
- D. inconvenience.

ANSWER: A

216. _____ Department provides specific information to marketing managers

- A. Marketing.
- B. Finance.
- C. Marketing research.
- D. Systems.

ANSWER: C

217. _____ Department cannot provide specific information to a marketing manager.

- A. Marketing.
- B. Finance.
- C. Marketing research.
- D. Systems.

ANSWER: A

218. This formal study, whether performed internally or externally., is called_____.

- A. marketing.
- B. finance.
- C. marketing research.
- D. systems.

ANSWER: C

219. The marketing research process consists of four steps they are sequentially.

- A. defining the problem and research objectives, developing the research plan, implementing the research plan, and interpreting
- B. defining the problem and research objectives, developing the research plan, implementing the research plan, and interpreting and reporting the findings
- C. all of the above.
- D. none of the above.

ANSWER: D

220. Defining the problem and research objectives is often the_____ step in the research process.

- A. easiest.
- B. hardest.
- C. can not say.
- D. all of the above.

ANSWER: B

221. _____ must be able to help the manager define the problem and to suggest ways that research can help the manager make better decisions

- A. Marketing Manager.
- B. Finance Manager.
- C. Marketing Researcher.
- D. 1 of the above.

ANSWER: C

222. Managers who know little about the importance of research may obtain _____ conclusions.

- A. suitable.
- B. relevant.
- C. subtle.
- D. Irrelevant.

ANSWER: D

223. Managers must know enough about marketing research to help in_____.

- A. organizing.
- B. controlling.
- C. planning.
- D. leading.

ANSWER: C

224. When the problem has been defined, the manager and researcher must set _____.

- A. research Principles.
- B. research objectives.
- C. all of the above.
- D. none of the above.

ANSWER: B

225. The second step of the marketing research process calls for determining _____

- A. . sample size
- B. objectives.
- C. Information needed.
- D. all of the above.

ANSWER: C

226. A marketing researcher can gather secondary data, primary

- A. yes.
- B. no.
- C. may be.
- D. all of the above.

ANSWER: A

227. Only MNCs prefer having this department _____.

- A. sales Department.
- B. marketing Research.

- C. production.
- D. all of the above.

ANSWER: B

228. Primary data consists of information collected _____.

- A. production
- B. In specific purpose
- C. for the specific purpose
- D. all of the above.

ANSWER: C

229. _____ data consists of information that already exists . somewhere.

- A. Environmental.
- B. Primary.
- C. Secondary.
- D. All of the above.

ANSWER: C

230. _____ data consists of information that does not exists

- A. Environmental.
- B. Primary.
- C. Secondary.
- D. All of the above.

ANSWER: B

231. _____ data collection requires more extensive research, more time, and more money.

- A. Environmental.
- B. Primary.
- C. Secondary.
- D. All of the above

ANSWER: B

232. _____ sources can sometimes provide information that is not directly available or would be too expensive to collect

- A. Environmental.
- B. Primary.
- C. Secondary.
- D. All of the above.

ANSWER: C

233. Researchers can rarely obtain all the data they need from _____ sources.

- A. environmental.
- B. primary.
- C. secondary.
- D. all of the above.

ANSWER: C

234. Researchers can rarely obtain all _____ sources the data they need from

- A. environmental.
- B. primary.
- C. secondary.
- D. all of the above.

ANSWER: C

235. _____ is the gathering of primary data by observing relevant people, actions, and situations.

- A. Situational research.
- B. Marketing research.
- C. Observational research.
- D. All of the above.

ANSWER: C

236. _____ research is the approach best suited for gathering descriptive information

- A. Survey.
- B. Marketing.
- C. Observational.
- D. Causal

ANSWER: A

237. _____ can be used to obtain information that people are unwilling or unable to Provide.

- A. Situational research.
- B. Marketing research.
- C. Observational research.
- D. All of the above.

ANSWER: C

238. _____ is the most widely used method for primary data collection, and it is often the only method used in a research study

- A. Survey research.
- B. Marketing research.
- C. Observational research.
- D. All of the above.

ANSWER: A

239. The major benefits of survey research is its.

- A. options.
- B. flexibility.
- C. cheap.
- D. all of the above.

ANSWER: B

240. Marketing Research management helps an organization in

- A. reducing production costs.
- B. decrease the production cost.
- C. reduce the time it takes to make a new product.
- D. all of the above.

ANSWER: C

241. One of the example where marketing research is extensively used by Organizations are.

- A. consumer durables.
- B. pharma Industry.
- C. industrial Products.
- D. all of the above.

ANSWER: A

242. In the early and mid-1980s, some cola companies created a taste test against their competitors. This is an example of_____ research.

- A. survey research.
- B. marketing research.
- C. observational research.
- D. all of the above.

ANSWER: A

243. Observation is best suited for_____ research.

- A. exploratory research.
- B. survey research.
- C. observational research.
- D. all of the above.

ANSWER: A

244. _____research tries to explain cause-and-effect relationships

- A. Experimental research.
- B. Survey research.
- C. Observational research.
- D. All of the above.

ANSWER: D

245. Research may be collected by.

- A. mail, personal interview
- B. telephone.
- C. email, fax.
- D. all of the above.

ANSWER: D

246. _____ can be used to collect large amounts of information at a low cost per respondent.

- A. Mail.
- B. Telephone, personal interview.
- C. E-mail, fax
- D. All of the above.

ANSWER: A

247. _____questionnaires lack flexibility in that they require simply worded questions

- A. Mail.
- B. Telephone, personal interview.
- C. E-mail, fax.

D. All of the above.

ANSWER: A

248. _____ interviewing is the best method for gathering information quickly, and it provides greater flexibility than mail questionnaires

A. Mail, personal interview.

B. Telephone.

C. E-mail, fax.

D. All of the above.

ANSWER: B

249. _____ questionnaire can also take a long time to complete

A. Mail.

B. Telephone, personal interview.

C. E-mail, fax.

D. All of the above.

ANSWER: A

250. _____ interviewing consists of inviting several people to talk with a trained interviewer about a company products or services.

A. Board.

B. Independent.

C. Personal.

D. All of the above.

ANSWER: C

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