

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

**POST GRADUATE DIPLOMA IN MANAGEMENT (2021-23)
MID TERM QUIZ EXAMINATION (TERM -III)**

Subject Name: Research Methods in Business

Time: **01.00 hrs**

Sub. Code: PG-31

Max Marks: **20**

Note:

- 1. Writing anything except Roll Number on Quiz paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.**
- 2. There is no negative marking for wrong answer.**
- 3. Tick marks the correct answer.**

Attempt all questions. All questions are compulsory.

40×0.5 = 20 Marks

Q. 1. Conducting surveys is the most common method of generating (CO1, L1)

- Primary Data
- Secondary Data
- Qualitative Data
- None of the Above

Ans: A) Primary Data

Q. 2. The first step of the research process is... (CO1, L1)

- Hypothesis Preparation
- Formulating a Research Problem
- Literature Review
- Data Analysis & Interpretation

Ans: B) Formulating a Research Problem

Q. 3. Research as a systematic and _____ search for pertinent information on a specific topic.

(CO1, L1)

- Scientific
- common
- detailed
- None of the above

Ans: A) Scientific

Q. 4. What is the Null Hypothesis? (CO1, L1)

- There is a significant positive relationship between advertising and sales.
- There is no any relationship between advertising and sales.
- There is a significant negative relationship between advertising and sales.
- There is a significant normal relationship between advertising and sales.

Ans: B) There is no any relationship between advertising and sales.

Q. 5. The _____ are those which are collected afresh and for the first time, and thus happen to be original in character. **(CO1, L1)**

- a) Online Data
- b) Tercery Data
- c) Secondary Data
- d) Primary Data

Ans: D) Primary Data

Q. 6. The process not needed in experimental researches is **(CO1, L1)**

- a) Reference collection
- b) Controlling
- c) Observation
- d) Manipulation and Replication

Ans: A) Reference collection

Q. 7. Research ethics do not include **(CO1, L1)**

- a) Honesty
- b) Integrity
- c) Subjectivity
- d) Objectivity

Ans: C) Subjectivity

Q. 8. Ex Post Facto research means... **(CO1, L1)**

- a) The research is carried out after the incident
- b) The research is carried out prior to the incident
- c) The research is carried out keeping in mind the possibilities of an incident.
- d) The research is carried out along with the happening of an incident.

Ans: A) The research is carried out after the incident

Q. 9. The essential qualities of a researcher are **(CO1, L1)**

- a) Spirit of free enquiry
- b) Reliance on observation and evidence
- c) Systematization or theorizing of knowledge
- d) All of the Above

Ans: D) All of the Above

Q. 10. The correlation determines the relationship between independent and _____ variables. **(CO1, L1)**

- a) Combined
- b) Related
- c) Dependent
- d) Factorial

Ans: C) Dependent

Q. 11. Statistics is used by researchers to **(CO1, L1)**

- a) Analyse the empirical data collected in a study
- b) Make them findings sounds better
- c) Operationally define their variables
- d) Ensure the study comes out the way it was intended

Ans: A) Analyze the empirical data collected in a study

Q. 12. Which is the main objective of research ? (CO2, L1)

- a) To review the literature
- b) To summarize what is already known
- c) To get an academic degree
- d) To discover new facts or to make fresh interpretation of known facts

Ans: D) To discover new facts or to make fresh interpretation of known facts

Q. 13. _____ method requires a person known as the interviewer asking questions generally in a face-to-face contact to the other person or persons. (CO2, L1)

- a) Personal interview
- b) Face to Face Interview
- c) Telephonic Interview
- d) Observation

Ans: A) Personal interview

Q. 14. Research in common parlance refers to a _____. (CO2, L1)

- a) Destroying a knowledge
- b) Search for knowledge
- c) reducing a knowledge
- d) creating a new problems

Ans: B) Search for knowledge

Q. 15. Probability sampling is also known as ____ (CO2, L1)

- a) Random Sampling
- b) Quota Sampling
- c) Judgmental Sampling
- d) None of the Above

Ans: A) Random Sampling

Q. 16. This refers to the number of items to be selected from the universe to constitute a sample. (CO2, L2)

- a) Size of Sample
- b) Size of Population
- c) Sampling Unit
- d) Element

Ans: A) Size of Sample

Q. 17. Which one of the following is an indication of the quality of a research journal? (CO2, L3)

- a) Impact Factor
- b) H-Index
- c) G-Index

d) I10-Index

Ans: A) Impact Factor

Q. 18. Which one of the following is a non-probability sampling? (CO2, L1)

- a) Simple Random
- b) Stratified
- c) Systematic
- d) Purposive

Ans: D) Purposive

Q. 19. The research stream of immediate application is (CO2, L3)

- a) Conceptual Research
- b) Action Research
- c) Empirical Research
- d) Fundamental Research

Ans: B) Action Research

Q. 20. Factor Analysis can be of two types. Exploratory and _____ (CO2, L1)

- a) Defamatory
- b) Confirmatory
- c) Explanatory
- d) None of the Above

Ans: B) Confirmatory

Q. 21. The conclusion/findings of which type of research cannot be generalised to other situations? (CO3, L1)

- a) Descriptive Research
- b) Historical Research
- c) Causal Comparative Research
- d) Experimental Research

Ans: B) Historical Research

Q.22. _____ is that related to some abstract idea(s) or theory. It is generally used by philosophers and thinkers to develop new concepts or to reinterpret existing ones. (CO3, L3)

- a) Quantitative research
- b) Ex Post Facto Research
- c) Qualitative Research
- d) Conceptual research

Ans: D) Conceptual research

Q. 23. The observation method is the most commonly used method specially in studies relating to behavioral sciences. (CO3, L6)

- a) True
- b) False
- c) Can't Say

d) Improper Information

Ans: A) True

Q. 24. Research problem is a _____ (CO3, L1)

- a) Statement
- b) Concept
- c) Definition
- d) None of the Above

Ans: A) Statement

Q. 25. Which of the following is not a data-collection method? (CO3, L6)

- a) Unstructured interviewing
- b) Postal survey questionnaires
- c) Research questions
- d) Participant observation

Ans: C) Research questions

Q. 26. A careful investigation or inquiry specially through search for new facts in any branch of knowledge is known as _____ (CO3, L1)

- a) Experiment
- b) Science
- c) Research
- d) Discovery

Ans: C) Research

Q. 27. The longitudinal approach of research deals with _____. (CO3, L1)

- a) Horizontal researches
- b) Long-term researches
- c) Short-term researches
- d) None of the above

Ans: B) Long-term researches

Q. 28. The rejection of a true null hypothesis (CO3, L4)

- a) Type 1 Error
- b) Type 2 Error
- c) Type 3 Error
- d) Type 4 Error

Ans: A) Type 1 Error

Q. 29. Find the criteria of good research from following: (CO3, L6)

- a) The purpose of the research should be clearly defined and common concepts be used.
- b) The procedural design of the research should be carefully planned to yield results that are as objective as possible.
- c) Both
- d) None of the Above

Ans: C) Both

Q. 30. Personal interviews conducted in shopping malls are known as **(CO3, L1)**

- a) Mall Interviews
- b) Mall intercept Interviews
- c) Brief Interview
- d) Both A and B

Ans: B) Mall intercept Interviews

Q. 31. Mean, Median and Mode are : **(CO4, L6)**

- a) Measures of deviation
- b) Ways of sampling
- c) Measures of central tendency
- d) None of the Above

Ans: D) None of the Above

Q. 32. Find the mean and median : 2, 4, 6, 8, 10 **(CO4, L4)**

- a) Mean 5 Median 6
- b) Mean 6 Median 5
- c) Mean 5 Median 5
- d) Mean 6 Median 6

Ans: D) Mean 6 Median 6

Q. 33. Research leads toof a problem **(CO4, L1)**

- a) Continuation
- b) Solution
- c) Creation
- d) None of the Above

Ans: B) Solution

Q. 34. Sampling is advantageous as it _____ **(CO4, L4)**

- a) Helps in capital-saving
- b) Saves time
- c) Increases accuracy
- d) Both (a) and (b)

Ans: D) Both (a) and (b)

Q. 35. A sample design is a definite plan for obtaining a _____ from a given population. **(CO4, L4)**

- a) Sample
- b) Population
- c) Element
- d) Object

Ans: A) Sample

Q. 36. Which of the following statement is true : **(CO4, L6)**

- a) Hypothesis relates variable to constants
- b) Hypothesis relates constants to variable
- c) Hypothesis relates constants to constants

d) Hypothesis relates variable to variable

Ans: D) Hypothesis relates variable to variable

Q. 37. Nine years old children are taller than 7 years old ones. It is an example of **(CO4, L4)**

- a) Vertical studies
- b) Cross-sectional studies
- c) Experimental studies
- d) Case Studies

Ans: B) Cross-sectional studies

Q. 38. Which of the following statement is true: **(CO4, L6)**

- a) In research, data can be qualitative only
- b) In research, data can be quantitative only
- c) In research, data can be qualitative and quantitative
- d) In research, data can be qualitative and never quantitative

Ans: C) In research, data can be qualitative and quantitative

Q. 39. Data collection through Personal Interview is a Data Collection procedure. **(CO4, L4 and L6)**

- a) Secondary
- b) Primary
- c) Both
- d) None of the Above

Ans: B) Primary

Q. 40. The formidable problem that follows the task of defining the research problem is the preparation of the design of the research project, popularly known as the _____ **(CO4, L4)**

- a) Problem Statement
- b) Research Design
- c) Sample Design
- d) Sampling Design

Ans: B) Research Design

Mapping of Questions with Course Learning Outcome

| Question Number | COs | Bloom's taxonomy level | Marks Allocated |
|------------------------|------------|-------------------------------|------------------------|
| Q. 1: | CO1 | L1 and L2 | |
| Q. 2: | CO1 | L3 and L4 | |
| Q. 3: | CO1 | L4 and L6 | |
| Q. 4: | CO1 | L5 and L6 | |
| Q. 5: | CO1 | L1 and L2 | |

Note: Font: Times New Roman, Font size: 12.