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Who, among the following, is the writer of Business Research Methods?

► Neuman, W.C.

► Zikmund, W.

► **Sekaran, U.**

► Dessler, G.

Which of the folowing is the basis of the Scientific Method?

► To test hypothesis in conditions that is conducive to its success.

► To formulate a research problem and disprove the hypothesis.

► **To formulate a research problem, test the hypothesis in carefully controlled conditions that challenge the hypothesis.**

► To test hypothesis and if they are disproved, they should be abandoned completely.

"Income distribution of employees" in a specific organization is an example of which type of variable?

► Discontinuous variable

► Dependent variable

► **Continuous variable**

► Independent variable

Hypothesis test may also be called as:

► Informal test

► Moderating test

► Significance test

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► **t-test**

What should the business researcher be aware of when signing a confidentiality agreement?

► Any clause which limits the length of a questionnaire.

► **Any clause which allows the company to comment on findings that will be published.**

► Any clause which increases the level of access for the researcher.

► Any clause which guarantees the anonymity of research participants.

Quantitative research has been criticised because:

► The reliance on instruments and procedures makes it high in ecological validity.

► **The measurement process suggests a spurious and artificial sense of accuracy.**

► It underestimates the similarities between objects in the natural and social worlds.

► It has no validity.

► The measurement process suggests a spurious and artificial sense of accuracy.

Which of the following BEST describes an assessment that examines students' ability to conduct a chemistry experiment in the lab?

► Aptitude

► Interest inventory

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► **Performance assessment**

► Standardized test

► Aptitude

One of the preoccupations of quantitative researchers is with generalization, which is a sign of:

► **External validity**

► Internal reliability

► External reliability

► Internal validity

A study design in which the researcher might create_____ to establish cause-and-effect relationship is called Experimental Design.

► **An artificial setting, control some variables and manipulates the independent variable**

► A natural setting, control some variables and manipulates the dependent variables

► An artificial setting, control some variables and manipulates the dependent variable

► All of the given options

► An artificial setting, control some variables and manipulates the independent variable

Which of the following types of survey research is often used for program evaluation or accreditation purposes?

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- Developmental surveys
- **Followup studies**
- Public opinion polls
- No survey research is appropriate

What should the researcher do if they have achieved a low response rate?

- Copy responses and paste them again.
- Abandon the research project entirely.
- **Recognize and accept the possible limitations of a low response rate.**
- Fill in some more questionnaires themselves.

Which of the following characteristic of the scientific method is defined as the confirmation or refutation of the observation through the scientific method by using sensory experience?

- **Empirical**
- Verifiable
- Observable
- Cumulative

Which of the following study requires the collection of data at one point in time from a large number of respondents?

- Case study
- **Cross-sectional study**
- All of the given options
- Longitudinal study

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Basic research can also be called as

- Practical research
- **Fundamental Research**
- Action research
- Assessment research

Methodological reviews can be best explained as:

- **Evaluation of the previous research methodologies used by the researchers**
- Assessment of the models built by the previous researchers
- Reviewing the review in the systematic manner
- Studying the specific context under study
- Evaluation of the previous research methodologies used by the researchers

The review that presents the current state of knowledge by combining different reports is called:

- Self study review
- Theoretical review
- Systematic review
- **Integrative review**

The best method to narrow down a topic is to:

- Develop theoretical framework
- **Review literature**

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- ► Test a hypothesis
- ► Conduct a survey

Why should we study research for our degree requirement?

- ► Because we live in a society that is driven by research.
- ► To improve our critical thinking skills.
- ► To learn how to critically evaluate published research.
- ► **All of the given options**

Different factors affect the outcome of survey. In a study using a self completion questionnaire, which of the following would probably NOT affect the outcome?

- ► **Interviewer training**
- ► Sample size
- ► Incentive quality
- ► Question wording
- ► Interviewer training

The response rate of the internet survey can be increased due to:

- ► Personality of the researcher
- ► **Maximum number of the questions 76 page**
- ► Sponsoring agency
- ► All of the given options
- ► Maximum number of the questions

Questions:

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Question No: 1 (Marks: 5)

What is personal interviewing, how it can be conducted and at which places?

Question No: 2 (Marks: 3)

How would you differentiate between History Effect and Mechanical Loss in Experimental research?

Question No: 3 (Marks: 5)

Write a note on any three varieties of non reactive observations.

Question No: 4 (Marks: 5)

Defend the use of the term inductive to describe qualitative data analysis and interpretation.

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