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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute)

Affiliated to Dr. A.P.J. Abdul Kalam Technical University, Uttar Pradesh, Lucknow MBA

FIRST YEAR (SEMESTER-II) THEORY EXAMINATION (2020-2021) (Objective Type)

Subject Code: AMBA0202

Subject: Business Research Methods

Max. Mks. : 70

Time : 70 Minutes

General Instructions:

All questions are compulsory.

Question No-1 to 15 are objective type question carrying 2 marks each.

Question No-16 to 35 are also objective type/Glossary based question carrying 2 marks each.

Q.No	Question Content	Question Image	Category	Sub Category	Marks	Options Randomiz ation	Туре	Difficulty	Correct	Option1	Option2	Option3	Option4
1	The main concept behind doing research is to		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	get new ideas	study and explore knowledge	get new ideas	appreciating the prior art	none of these
2	Research objectives fall into a number of categories that include		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	exploratory, descriptive, diagnostic and experimentation research	planning to get answers for what, why & where type of questions	exploratory, descriptive, diagnostic and experimentation research	Constructing the questionnaire	None of these
3	The main difference between research and non-research is		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	All of these	the type of skills we use to discover something	the quantitative and qualitative methods that are to be used	the specific tools created	All of these
4	A blue print or research work is called		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	research design	research design	research problem	research method	research tools
5	What does the term' longitudinal design' mean?		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	A study completed over a distinct period of time to map changes in social phenomena	A study of completed far away from where the researcher lives	A study which is very long to read	A study with two contrasting cases	A study completed over a distinct period of time to map changes in social phenomena
6	Quantitative Approach is		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	Structured	Unstructured	Structured	Both Unstru ctured & Struc tured	None of these
7	If the grading of diabetes is classified as mild, moderate and severe the scale of measurement used is.		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	Ordinal	Ordinal	Interval	Nominal	None of these
8	Q-sort is		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	Comparative Scale	Comparative Scale	Non-comparative Scale	Graphic Rating Scale	Itemized Rating Scale
9	Open-Ended is a type of		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	Questionnaire	Questionnaire	Sampling Design	Measurement	Research Design
10	The list of registered voters, number of students in a university and the telephone directory are some examples of…		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	Sampling Frame	Scaling	Sampling Frame	Large Sample	Small Sample
11	Simple random sampling is a special case of ……………. design where every element of the population has both know and equal chance of being selected in the sample.		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	Probability	Non- Probability	Probability	Both, Probability & Non- Probability	None of these

Q.No	Question Content	Question Image	Category	Sub Category	Marks	Options Randomiz ation	Туре	Difficulty	Correct	Option1	Option2	Option3	Option4
12	Convenience sampling, judgmental sampling, quota sampling, snowball sampling is part of…		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	Non- Probability	Non- Probability	Probability	Both Probability & Non Probability	None of these
13	The main purpose of editing is to remove………………and……….		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	Errors, Confusion	Errors, Tabulation	Tabulation, Confusion	Errors, Confusion	None of Above
14	The analysis is based on probability theory and necessary condition for carrying out inferential analysis is that the sample should be drawn at random		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	Inferential	Inferential	Descriptive	Both Inferential & Descriptive	None of these
15	Normality assumption is required in …		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	Parametric Test	Parametric Test	Non-Parametric Test	ANOVA	Correlation
16	is the process of deriving codes from the observed data		Glossary	4 x 2 = 8	2		Single Choice	Brilliant	Data Coding	Data Coding	Parametric Test	Hypothesis	Spearman Correlation
17	is a non-parametric test that is used to measure the degree of association between two variables		Glossary	4 x 2 = 8	2		Single Choice	Brilliant	Spearman Correlation	Data Coding	Spearman Correlation	Parametric Test	Hypothesis
18	is a specific statement of prediction		Glossary	4 x 2 = 8	2		Single Choice	Brilliant	Hypothesis	Hypothesis	Spearman Correlation	Data Coding	Parametric test
19	T-Test & F-Test is a…		Glossary	4 x 2 = 8	2		Single Choice	Brilliant	Parametric Test	Spearman Correlation	Hypothsis	Parametric Test	Data Coding
20	Selecting the right people is the part of …		Glossary	4 x 2 = 8	2		Single Choice	Brilliant	Sampling	Sampling	Probability Sample	Non-Probability Sample	Finite Population
21	The number of items is certain. It is called…		Glossary	4 x 2 = 8	2		Single Choice	Brilliant	Finite Population	Finite Population	Sampling	Probability Sample	Non Probability Sample
22	Cluster Sampling is a type of…		Glossary	4 x 2 = 8	2		Single Choice	Brilliant	Probability sample	Finite Population	Probability sample	Non-Probabilty sample	Sampling
23	Quota Sampling is a type of…		Glossary	4 x 2 = 8	2		Single Choice	Brilliant	Non Probability Sample	Non Probability Sample	Finite Population	Probability sample	Sampling
24	is the highest level of measurement scales		Glossary	4 x 2 = 8	2		Single Choice	Brilliant	Ratio Scale	Ratio Scale	Scaling	Comparative	Questionnaire
25	describes the procedures of assigning numbers to various degrees of opinion, attitude and other concepts		Glossary	4 x 2 = 8	2		Single Choice	Brilliant	Scaling	Ratio ScaleComparativeQuestion naire	Scaling	Comparative	Questionnaire
26	Q-Sort is a…		Glossary	4 x 2 = 8	2		Single Choice	Brilliant	Comparative	Ratio Scale	Scaling	Comparative	Questionnaire
27	is a set of questions for gathering information from individuals		Glossary	4 x 2 = 8	2		Single Choice	Brilliant	Questionnaire	Ratio Scale	Scaling	Comparative	Questionnaire
28	The planned sequence of the entire process involved in conducting a research study		Glossary	4 x 2 = 8	2		Single Choice	Brilliant	Research Design	Research Design	Statistical Design	Statistical Design	Statistical Design
29	Which concern the question of the how the information and data gathered are to be analysed?		Glossary	4 x 2 = 8	2		Single Choice	Brilliant	Statistical Design	Research Design	Statistical Design	Causal Research Design	Descriptive Research Design
30	Problem Clearly Define is related with…		Glossary	4 x 2 = 8	2		Single Choice	Brilliant	Causal Research Design	Research Design	Statistical Design	Causal Research Design	Descriptive Research Design
31	provides "association between two variables" like income and place of shopping, age and preferences.		Glossary	4 x 2 = 8	2		Single Choice	Brilliant	Descriptive Research Design	Research Design	Statistical Design	Causal Research Design	Descriptive Research Design
32	……is simply the process of finding solution to a problem after thorough examination and analysis of factors		Glossary	4 x 2 = 8	2		Single Choice	Brilliant	Research	Research	Applied Research	Business Research	Systematically

Q.No	Question Content	Question Image	Category	Sub Category	Marks	Options Randomiz ation	Туре	Difficulty	Correct	Option1	Option2	Option3	Option4
33	… is systematic and objective process of collecting, recording and analyzing data to facilitate business decisions.		Glossary	4 x 2 = 8	2		Single Choice	Brilliant	Business Research	Research	Business Research	Applied Research	Systematically
1 34	…… is conducted when a decision is made about a specific real life problem.		Glossary	4 x 2 = 8	2		Single Choice	Brilliant	Applied Research	Research	Applied Research	Business Research	Systematically
35	Research Methodology is a way to …solve the research problem		Glossary	4 x 2 = 8	2		Single Choice	Brilliant	Systematically	Research	Applied Research	Business Research	Systematically