

## Business Research Methods MCQ with answers

1. A research paper is a brief report of research work based on \_\_\_\_\_

- A. Secondary data
- B. Primary Data
- C. Researchers behavior
- D. Both A & B

**Answer:** Both A & B

2. An appropriate source to find out descriptive information is \_\_\_\_\_

- A. Directory
- B. Encyclopedia
- C. Dictionary
- D. Bibliography

**Answer:** Encyclopedia

3. The two main styles of research are \_\_\_\_\_

- A. Vertical & horizontal process
- B. Surveys and questionnaires
- C. Qualitative and quantitative
- D. Sampling and recording

**Answer:** Qualitative and quantitative

4. Testing hypothesis is a \_\_\_\_\_

- A. Descriptive statistics
- B. Data analysis
- C. Inferential statistics
- D. Data preparation

**Answer:** Inferential statistics

5. The concepts in a hypothesis are stated as \_\_\_\_\_

- A. Theories
- B. Indices
- C. Variables
- D. Ideas

**Answer:** Variables

6. Information acquired by experience or experimentation is known as \_\_\_\_\_

- A. Factual
- B. Scientific evidences
- C. Scientific

D. Empirical

**Answer:** Empirical

7. \_\_\_\_\_ was not identified as a major research design.

A. Field Research

B. ethnography

C. Surveys

D. secondary research

**Answer:** ethnography

8. Research process generally starts with \_\_\_\_\_

A. Experiments

C. Hypothesis

B. Data Analysis

D. Observation

**Answer:** Observation

9. \_\_\_\_\_ are generally information gathered or generated by the researcher for the purposes of the project immediately at hand.

A. Primary data

B. Secondary data

C. Tertiary data

D. Ready-made data

**Answer:** Primary data

10. Data that have already been collected for some other purpose is termed \_\_\_\_\_.

A. Primary data

B. Secondary data

C. Tertiary data

D. Ready-made data

**Answer:** Secondary data

11. Generally, existing literature is a good source of \_\_\_\_\_ data for the researcher.

A. Primary

B. Secondary

C. Tertiary

D. Ready-made

**Answer:** Secondary

12. \_\_\_\_\_ data provide a first-hand account of the situation.

A. Primary

B. Secondary

- C. Tertiary
- D. Ready-made

**Answer:** Primary

13. The information is more reliable in \_\_\_\_\_

- A. Primary data
- B. Secondary data
- C. Tertiary data
- Ready-made data

**Answer:** Primary data

14. Collecting \_\_\_\_\_ is expensive in terms of both time and money.

- A. Ready-made data
- B. Secondary Data
- C. Primary data
- D. Tertiary data

**Answer:** Primary data

15. \_\_\_\_\_ is the method of collecting primary data.

- A. Obseravation
- B. Survey
- C. Interview
- D. All of the above

**Answer:** All of the above

16. \_\_\_\_\_ is treated as the 'heart of the survey operation'.

- A. Observation
- B. Secondary data
- C. Interview
- D. Questionnaire

**Answer:** Questionnaire

17. \_\_\_\_\_ are carefully constructed sets of rating scales designed to measure one or more aspects of an individual's or group's attitude toward some object.

- A. Rating Scales
- B. Attitude Scales
- C. Discrete scales
- D. Graphic scales

**Answer:** Attitude Scales

18. In a \_\_\_\_\_, the rater makes a judgement about some characteristic of a subject and places him directly on some point on the scale.

- A. Rating Scales
- B. Attitude Scales
- C. Summated scales
- D. Guttman's scales

**Answer:** Rating Scales

19. \_\_\_\_\_ is the characteristic of research.

- A. Direct experience or observation
- B. Cyclical
- C. Precise judgement
- D. All of the above

**Answer:** All of the above

Research is \_\_\_\_\_

- 20. A. Working in a scientific way to search for truth of any problem
- B. Searching continuously and again and again regarding something
- C. Comparing and analyzing two or more things
- D. an art and science of searching books, articles and terminologies

**Answer:** Working in a scientific way to search for truth of any problem

21. \_\_\_\_\_ is an important components of scientific enquiry.

- A. Observation
- B. Hypothesis
- C. Verification
- D. All of the above

**Answer:** All of the above

22. \_\_\_\_\_ is NOT a part of modern methods of research.

- A. Basic research
- B. Conceptual research
- C. Philosophical research
- D. Empirical research

**Answer:** Philosophical research

23. Research can either be \_\_\_\_\_ or applied.

- A. basic
- B. fundamental
- C. pure
- D. All of the above

**Answer:** All of the above

24. \_\_\_\_\_ is one of the most common tasks of a researcher.

- A. Creating specific problem
- B. Starting business using research data
- C. Solving specific problems
- D. Using research for marketing

**Answer:** Solving specific problems

25. After collecting research data, it is necessary to \_\_\_\_\_ and interpret them.

- A. conclude
- B. analyse
- C. write findings
- D. observe

**Answer:** analyse

26. By \_\_\_\_\_ we mean the investigation of problems to further and develop existing knowledge.

- A. basic research
- B. applied research
- C. future research
- D. assumptions

**Answer:** basic research

27. Examples of fundamental research are investigations into\_\_\_\_\_.

- A. natural phenomena
- B. pure mathematics
- C. physics or astronomy
- D. all of the above

**Answer:** all of the above

28. \_\_\_\_\_ is the first step in starting the research process.

- A. Searching online or offline
- B. Identification of problem
- C. Idea screening and concept development
- D. Data collection

**Answer:** Identification of problem

29. Action research means \_\_\_\_\_

- A. A research initiated to solve an immediate problem
- B. A research with socioeconomic objective
- C. an experimental research conducted by researcher
- D. fundamental research which focus on long term problem solving

**Answer:** A research initiated to solve an immediate problem

30. A \_\_\_\_\_ is the specification of methods and procedures for acquiring the information needed to structure or solve problems.

- A. Research Problem
- B. Research Hypothesis
- C. Research Design
- D. Research Data

**Answer:** Research Design