

# 104 - Business Research Methods

1. **What is the primary characteristic of scientific research methods?**

- a. Subjectivity
- b. Reproducibility
- c. Intuition
- d. Opinion

**Answer: b. Reproducibility**

2. **Which stage in the business research process involves analyzing data and drawing conclusions?**

- a. Sampling
- b. Literature review
- c. Data collection
- d. Data analysis

**Answer: d. Data analysis**

3. **What is the purpose of a literature review in the business research process?**

- a. Data analysis
- b. Identifying research questions
- c. Sampling
- d. Identifying concepts and theories

**Answer: d. Identifying concepts and theories**

4. **What is the need for business research in an organization?**

- a. To increase subjectivity
- b. To avoid decision-making
- c. To gather information and make informed decisions
- d. To limit exploration of new ideas

**Answer: c. To gather information and make informed decisions**

5. **What is the primary focus of a research problem in business research?**

- a. Sampling methods
- b. Literature review
- c. Data analysis
- d. identifying what needs to be studied

**Answer: d. identifying what needs to be studied**

**6. What ethical principle is violated if a researcher deceives participants about the nature of the study?**

- a. Affiliation and conflicts of interest
- b. Invasion of privacy
- c. Lack of informed consent
- d. Deception

**Answer: d. Deception**

**7. Which practical consideration involves the values of both the researcher and the organization?**

- a. Legal considerations
- b. Ethical principles
- c. Values researcher & organization
- d. Practical considerations

**Answer: c. Values – researcher & organization**

**8. What is the key feature of a robust research design?**

- a. Lack of clarity
- b. Flexibility
- c. Rigor and reliability
- d. Subjectivity

**Answer: c. Rigor and reliability**

**9. Which type of research design aims to explore a new area where little is known?**

- a. Descriptive research design
- b. Experimental research design
- c. Quasi-experimental research design
- d. Exploratory research design

**Answer: d. Exploratory research design**

**10. What is the primary difference between correlation and causation?**

- a. Both are the same
- b. Correlation implies a cause-and-effect relationship
- c. Causation implies a relationship between variables
- d. Correlation does not imply causation

**Answer: d. Correlation does not imply causation**

**11. What type of variable is the one that is manipulated by the researcher in an experiment?**

- a. Independent variable
- b. Dependent variable
- c. Concomitant variable
- d. Extraneous variable

**Answer: a. Independent variable**

**12. Which research approach aims to understand the meaning behind individual experiences and behaviors?**

- a. Quantitative research
- b. Descriptive research
- c. Qualitative research
- d. Experimental research

**Answer: c. Qualitative research**

**13. What is the role of the control group in an experimental research design?**

- a. Receives the treatment
- b. Serves as a baseline for comparison
- c. Is not part of the experiment
- d. Represents the entire population

**Answer: b. Serves as a baseline for comparison**

**14. What type of hypothesis predicts a specific direction of the relationship between variables?**

- a. Non-directional hypothesis
- b. Alternative hypothesis
- c. Null hypothesis
- d. Directional hypothesis

**Answer: d. Directional hypothesis**

**15. What is the primary logic behind hypothesis testing in research?**

- a. Confirming preconceived notions
- b. Proving the null hypothesis
- c. Establishing causation
- d. Drawing conclusions based on sample data

**Answer: d. Drawing conclusions based on sample data**

**16. What is the primary purpose of secondary data in business research?**

- a. To replace primary data
- b. To gather new information
- c. To support primary data
- d. To provide subjective insights

**Answer: c. To support primary data**

**17. Which characteristic is a disadvantage of secondary data compared to primary data?**

- a. Reliability
- b. Adequacy
- c. Relevance
- d. Timeliness

**Answer: d. Timeliness**

**18. What is the primary advantage of primary data over secondary data?**

- a. Cost-effectiveness
- b. Availability
- c. Objectivity
- d. Relevance

**Answer: d. Relevance**

**19. What is the highest level of measurement that represents both the order and equal intervals between categories?**

- a. Nominal
- b. Ordinal
- c. Interval
- d. Ratio

**Answer: c. Interval**

**20. Which attitude scaling technique uses a series of statements to measure respondents' attitudes?**

- a. Likert Scales
- b. Semantic Differential Scales
- c. Constant Sum Scales
- d. Graphic Rating Scales

**Answer: a. Likert Scales**

**21. What is the primary concern in measuring reliability in management research?**

- a. Adequacy of data
- b. Consistency of measurement
- c. Sufficiency of information
- d. Timeliness of data

**Answer: b. Consistency of measurement**

**22. What is the primary goal of questionnaire construction in business research?**

- a. To confuse respondents
- b. to gather irrelevant information
- c. To collect biased data
- d. To obtain accurate and relevant information

**Answer: d. To obtain accurate and relevant information**

**23. Which type of interview is conducted using online tools and platforms?**

- a. a. Personal Interviews
- b. Telephonic survey interviewing
- c. Online questionnaire tools
- d. Face-to-face interviews

**Answer: c. Online questionnaire tools**

**24. What is the primary characteristic of a good sample in business research?**

- a. Size
- b. Representativeness
- c. Homogeneity
- d. Convenience

**Answer: b. Representativeness**

**25. What is the sampling frame in the context of sampling in business research?**

- a. The entire population
- b. A list of all elements in the population
- c. The sample selected for the study
- d. A subgroup of the population

**Answer: b. A list of all elements in the population**

**26. Which type of error occurs when the selected sample does not represent the entire population?**

- a. Sampling error
- b. Non-sampling error
- c. Random error
- d. Systematic error

**Answer: a. Sampling error**

**27. What is a non-sampling error in business research?**

- a. Errors due to chance
- b. Errors in selecting the sample

- c. Errors in data collection
- d. Errors in data analysis

**Answer: b. Errors in selecting the sample**

**28. Which probability sampling method involves dividing the population into subgroups and then randomly selecting samples from each subgroup?**

- a. Simple Random Sample
- b. Stratified Random Sample
- c. Systematic Sample
- d. Cluster Sampling

**Answer: b. Stratified Random Sample**

**29. What is the primary characteristic of a judgment sampling method?**

- a. Random selection
- b. Random allocation
- c. Expert judgment
- d. Homogeneous groups

**Answer: c. Expert judgment**