

RESEARCH METHODOLOGY

1. What is a research hypothesis ?
 - (a) A statement of fact
 - (b) A testable prediction
 - (c) A conclusion drawn from data
 - (d) A research tool

2. Which of the following is *not* a type of research design ?
 - (a) Exploratory
 - (b) Descriptive
 - (c) Conclusive
 - (d) Narrative

3. What is the primary goal of exploratory research ?
 - (a) To gain insights and explore ideas
 - (b) To test hypotheses
 - (c) To confirm existing theories
 - (d) To collect quantitative data

4. Which of the following is a characteristic of qualitative research ?
 - (a) Seeks to understand meanings and experiences
 - (b) Focuses on numerical data
 - (c) Uses random sampling exclusively
 - (d) Involves statistical analysis

5. In research, what does 'sampling' refer to ?
- (a) Choosing a research question
 - (b) Selecting a subset of a population
 - (c) Analyzing data
 - (d) Formulating a hypothesis
6. What is the main purpose of a literature review in research ?
- (a) To gather data
 - (b) To summarize findings
 - (c) To identify gaps and justify research
 - (d) To formulate hypotheses
7. Which of the following is a potential source of error in research designs ?
- (a) Bias
 - (b) Control groups
 - (c) Random sampling
 - (d) Variable manipulation
8. What role do variables play in research ?
- (a) They are fixed elements
 - (b) They represent measurable traits or characteristics
 - (c) They are irrelevant to research
 - (d) They only exist in qualitative studies
9. Which of the following research designs focuses on establishing cause-and-effect relationships ?
- (a) Descriptive
 - (b) Exploratory
 - (c) Causal
 - (d) Historical

10. Which term describes the ethical obligation to report findings truthfully ?
- (a) Scientific misconduct (b) Research integrity
(c) Intellectual honesty (d) Conflicts of interest
11. What is the role of propositions in theory building ?
- (a) They serve as standalone theories
(b) They are relationships that can be tested
(c) They are irrelevant to research
(d) They only exist in qualitative studies
12. What distinguishes conclusive research from exploratory research ?
- (a) It uses qualitative methods
(b) It aims to provide final answers
(c) It is less structured
(d) It only involves surveys
13. Which of the following is a key principle of research ethics ?
- (a) Fabrication of data
(b) Plagiarism
(c) Informed consent
(d) Ignoring conflicts of interest
14. In which of the following is the 'impact factor' primarily used ?
- (a) Qualitative Research (b) Descriptive Research
(c) Experimental Research (d) Academic Publishing

15. Which of the following describes 'falsification' in research misconduct ?
- (a) Copying someone else's work
 - (b) Misrepresenting research data
 - (c) Making false claims about authorship
 - (d) Not citing sources
16. What is the primary focus of descriptive research ?
- (a) To find cause-and-effect relationships
 - (b) To provide a detailed account of a phenomenon
 - (c) To explore new areas of study
 - (d) To test hypotheses
17. Which research method is typically used for gathering qualitative data ?
- (a) Surveys
 - (b) Experiments
 - (c) Interviews
 - (d) Case studies
18. Which of the following is a criterion for evaluating research sources ?
- (a) Popularity
 - (b) Author's age
 - (c) Length
 - (d) Relevance
19. What does ICT stand for in the context of research ?
- (a) Information and Communication Technology
 - (b) Information Collection Techniques
 - (c) Integrated Communication Tools
 - (d) International Collaborative Teams

20. In which stage of the research process are objectives formulated ?
- (a) Data collection (b) Literature review
(c) Research design (d) Analysis
21. What is the significance of referencing in research ?
- (a) To embellish the paper
(b) To acknowledge sources and avoid plagiarism
(c) To make the paper longer
(d) To confuse readers
22. What type of error occurs when a researcher fails to control for extraneous variables ?
- (a) Systematic error (b) Random error
(c) Measurement error (d) Sampling error
23. Which type of sampling involves selecting participants based on specific characteristics ?
- (a) Random sampling (b) Convenience sampling
(c) Stratified sampling (d) Purposive sampling
24. What is the primary aim of causal research ?
- (a) To explore relationships
(b) To describe phenomena
(c) To establish a cause-effect relationship
(d) To gather qualitative data

25. Which of the following describes the term 'plagiarism' ?
- (a) Collaborating without acknowledgement
 - (b) Falsifying data
 - (c) Using someone else's work without credit
 - (d) Misrepresenting findings
26. What is one of the main objectives of conclusive research ?
- (a) To provide conclusive evidence
 - (b) To explore ideas
 - (c) To generate new theories
 - (d) To gather exploratory data
27. What type of research focuses on events that have already occurred ?
- (a) Historical
 - (b) Experimental
 - (c) Descriptive
 - (d) Exploratory
28. Which of the following best describes 'scientific misconduct' ?
- (a) Ethical research practices
 - (b) Ignoring conflicts of interest
 - (c) Any violation of ethical standards in research
 - (d) Thorough data analysis
29. What does qualitative data typically consist of ?
- (a) Numbers and statistics
 - (b) Experimental results
 - (c) Graphs and charts
 - (d) Text, interviews, and observations

30. Which of the following is an example of a secondary data source ?
- (a) A survey conducted by the researcher
 - (b) A laboratory experiment
 - (c) Interviews conducted by the researcher
 - (d) Government statistics
31. In research, what is a 'theory' ?
- (a) A guess
 - (b) A proven fact
 - (c) A systematic explanation of phenomena
 - (d) An anecdotal observation
32. Which of the following is an essential aspect of research integrity ?
- (a) Avoiding all criticism
 - (b) Ignoring dissenting opinions
 - (c) Acknowledging contributions of others
 - (d) Overstating the significance of findings
33. Which referencing style is most commonly used in social sciences ?
- (a) APA
 - (b) MLA
 - (c) Chicago
 - (d) Harvard
34. What is an impact factor ?
- (a) A measure of a journal's quality
 - (b) A tool for qualitative research
 - (c) A statistical method for data analysis
 - (d) A type of sampling technique

35. What is the rationale for using qualitative research ?
- (a) To quantify results
 - (b) To understand complex behaviors and social phenomena
 - (c) To conduct experiments
 - (d) To gather numerical data only
36. Which of the following terms refers to an error that occurs due to chance ?
- (a) Systematic error
 - (b) Sampling error
 - (c) Measurement error
 - (d) Random error
37. What is the role of indexing and citation databases in research ?
- (a) To limit access to research
 - (b) To promote unethical research
 - (c) To track and evaluate research outputs
 - (d) To confuse researchers
38. In qualitative research, what is a common method of data collection ?
- (a) Randomized controlled trials
 - (b) Surveys with closed questions
 - (c) Focus groups
 - (d) Statistical analysis
39. What does the term 'conflicts of interest' refer to in research ?
- (a) When researchers are unbiased
 - (b) When personal interests affect research integrity
 - (c) When researchers work collaboratively
 - (d) When data is misinterpreted

40. Which of the following is a key component of ethical research conduct ?
- (a) Ignoring ethical guidelines
 - (b) Transparency in data reporting
 - (c) Misrepresenting authorship
 - (d) Fabricating data
41. What is the focus of historical research ?
- (a) Present data analysis
 - (b) Future predictions
 - (c) Understanding past events
 - (d) Causal relationships
42. In research, what does 'data interpretation' involve ?
- (a) Collecting new data
 - (b) Analyzing and making sense of data
 - (c) Conducting interviews
 - (d) Writing the research proposal
43. Which of the following best describes 'data triangulation' ?
- (a) Using multiple methods or data sources to enhance credibility
 - (b) Collecting data from a single source
 - (c) Focusing solely on quantitative data
 - (d) Analyzing data without context
44. What is one of the main functions of a research design ?
- (a) To gather irrelevant data
 - (b) To outline the research approach
 - (c) To ignore ethical considerations
 - (d) To present data without analysis

45. What does it mean to 'fabricate' data in research ?
- (a) To collect data ethically
 - (b) To summarize findings accurately
 - (c) To analyze data thoroughly
 - (d) To create false data or results
46. What is a common tool used for qualitative data analysis ?
- (a) SPSS
 - (b) NVivo
 - (c) Excel
 - (d) R
47. Which of the following research methods is most suitable for studying small, specific groups ?
- (a) Surveys
 - (b) Experiments
 - (c) Case studies
 - (d) Longitudinal studies
48. What is the purpose of publication ethics ?
- (a) To ensure fair and honest reporting in research
 - (b) To promote unethical practices
 - (c) To prioritize personal gain
 - (d) To limit research collaboration
49. Which of the following represents a qualitative data analysis method ?
- (a) Correlation analysis
 - (b) ANOVA
 - (c) Regression analysis
 - (d) Thematic analysis
50. What role does ICT play in modern research ?
- (a) It complicates the research process
 - (b) It has no impact on research
 - (c) It limits access to research findings
 - (d) It facilitates data collection and analysis

Management

- 51.** What describes the market, product and technological areas of business ?
- (a) BCG Matrix
 - (b) GE Nine Cell Matrix
 - (c) 7's framework
 - (d) Company's Mission
- 52.** Name the factors taken into consideration in Internal Analysis :
- (a) Firm Resources
 - (b) Objective, plans and policies of the firm
 - (c) The type of business involved
 - (d) All of the above
- 53.** Diversification is to a new business area that has no obvious connection with any of the company's existing areas refer to :
- (a) Forward integration
 - (b) Backward integration
 - (c) Conglomerate diversification
 - (d) Concentric diversification
- 54.** Which business unit generates substantial cash surplus due to low industry growth rate and high profit share ?
- (a) Dog
 - (b) Cash cow
 - (c) Question mark
 - (d) Star

55. Before performing the business analysis for developing a new product, a company should be engaged in :
- (a) Idea screening
 - (b) Product development
 - (c) Marketing strategy development
 - (d) Product positioning
56. Relationship marketing aims at building mutually satisfying long-term relations with :
- (a) Customers
 - (b) Employees
 - (c) Marketing partners
 - (d) All of these
57. In the social-cultural arena, marketers may not understand :
- (a) People's views
 - (b) Organisation's views
 - (c) Society's views
 - (d) Government's views
58. A manufacturer of industrial goods would use..... sales force structure.
- (a) Territorial
 - (b) Matrix
 - (c) Product
 - (d) Market
59. Which of the following is/are a type(s) of direct marketing ?
- (a) Direct-Response Advertising
 - (b) Personal Selling
 - (c) Telemarketing
 - (d) All of the above

60. In inventory control, which one of the following factors does not affect the ROL (Re-Order-Level) ?

- (a) Average Daily Usage (b) Lead Time
(c) Safety Stock (d) Holding Costs

61. With project cost of Rs. 300 lacs, profits after depreciation (straight line method) and tax for its lifetime of 5 years are estimated at Rs. 10 lacs, Rs. 10 lacs, Rs. 30 lacs, Rs. 40 lacs and Rs. 50 lacs respectively. The cost of capital is 12% and discount factors @ 12%, for the first five years are 0.89, 0.80, 0.71, 0.64 and 0.57 respectively. The Net present value of project is :

- (a) Rs. 8.90 lacs (b) Rs. 140 lacs
(c) Rs. (-) 207.70 lacs (d) Rs. 308.90 lacs

62. A firm is currently earning Rs. 50,000 and its one share has a present market value of Rs. 175. It has 5,000 shares outstanding. The earnings of the firm is expected to remain stable and it has a payout ratio of 100%. The cost of equity is :

- (a) 10% (b) 5.71%
(c) 100% (d) 23.50%

74. If in the optimal solution of a linear programming problem, a non-basic variable has zero value in the $C_j - Z_j$ row, the problem :
- (a) has no feasible solution
 - (b) has multiple optimal solutions
 - (c) is unbounded
 - (d) (a) and (b), but not (c)
75. The best model to compute the probability that a machine functioning well in one period will continue to function or will break down in the next period is :
- (a) Delphi Model
 - (b) Decision-tree Model
 - (c) Multiplicative Model
 - (d) Markov-Process Model
76. Read the following statements and indicate the *correct* code from given below :
- Statement I :** A subjective probability may be nothing more than an educated guess.
- Statement II :** One reason that decision-makers at high levels often use subjective probabilities is that they are concerned with unique situations.
- Codes :**
- (a) Statement I is correct, but Statement II is wrong.
 - (b) Statement I is wrong, but Statement II is correct.
 - (c) Both Statements I and II are correct.
 - (d) Both Statements I and II are wrong.

77. The scientific system of collecting and analysis of data pertaining to market is known as :
- (a) Production Research
 - (b) Advertising Research
 - (c) Marketing Research
 - (d) None of the above
78. Which one of the following is *not* the function of Production Management ?
- (a) Production, Planning and Control
 - (b) Procurement of Raw Materials
 - (c) Market Intelligence and Survey
 - (d) Plant Location and Layout
79. Time study refers to :
- (a) Developing a standard time to do a particular task
 - (b) Improving work methods
 - (c) Value analysis
 - (d) Value engineering
80. Acceptance Quality level is :
- (a) Maximum number of defectives that the consumers will accept
 - (b) Fraction defective(s) that the consumer considers acceptable
 - (c) Fraction defective(s) that the producer considers acceptable
 - (d) Maximum number of defectives that the producer will allow

86. Human Resource Management (HRM) is a part of the broad Human Resource Development (HRD) System, as this focus to :

- (a) Selection, Induction, Training and Development
- (b) Operational and Organisational Options
- (c) Both (a) and (b)
- (d) None of the above

87. Performance Appraisal is a double edged tool to :

- (a) Create space for the employee to organisationally survive.
- (b) Offering challenges for promotion.
- (c) Accompanying the course of Demotion.
- (d) All of the above

88. Wage determination is mostly done through tools which are :

- (a) Objective
- (b) Subjective
- (c) Both (a) and (b)
- (d) None of the above

89. Job Evaluation criterion comes from :

- (a) Job manual
- (b) Job description
- (c) Job specification
- (d) Job duration

90. Exit Policy primarily emphasises in the broad sense, for policy makers as :

- (a) Removing employees
- (b) Downsizing
- (c) Retiring people and rehabilitating them
- (d) Bringing new blood to the Corporate

91. The study of gestures and body postures for their impact on communication is known as :

- (a) Kinesics
- (b) Proximics
- (c) Semantics
- (d) Informal channels

92. From the following, identify the decision-support systems :

- (i) Status inquiry system
- (ii) Data analysis system
- (iii) Accounting system
- (iv) Information system

Codes :

- (a) (i), (ii) and (iii)
- (b) (ii), iii and (iv)
- (c) Only (iii)
- (d) (i), (ii), (iii) and (iv)

93. When the values and priorities of the parent organization guides the strategic decision making of all its international operations, it is known as :

- (a) Polycentric Orientation
- (b) Regiocentric Orientation
- (c) Ethnocentric Orientation
- (d) Geocentric Orientation

94. Indicate the correct code for the following two statements of Assertion and Reason :

Assertion (A) : GDP increases a currency's value.

Reason (R) : Since there is likely to be greater demand for country's currency.

Codes :

- (a) (A) and (R) both are correct, but (R) is not the appropriate explanation of (A).
- (b) (A) and (R) both are correct and (R) is the correct explanation of (A).
- (c) (A) is correct, but (R) is not correct.
- (d) Both (A) and (R) are not correct.

95. The salient features of India's Foreign Trade Policy are :

- (i) Reducing the interest burden and extension of the interest subvention scheme.
- (ii) Rationalizing defence-related imports.
- (iii) Focus on labour-intensive sectors.
- (iv) Extension of zero-duty EPCG scheme.

Codes :

- (a) (i), (ii), (iii) and (iv)
- (b) (i), (ii) and (iii) only
- (c) (i), (iii) and (iv) only
- (d) (ii), (iii) and (iv) only

96. A variable that is manipulated, is known as :
- (a) Dependent variable
 - (b) Control variable
 - (c) Independent variable
 - (d) Confounding variable
97. Which of the following statements relating to Correlation and Regression are *true* ?
- (i) The Coefficient of Correlation is independent of change of origin and scale.
 - (ii) The Coefficient of Correlation between the two variables is the arithmetic average of the two Regression Coefficients.
 - (iii) The probable error of the Coefficient Correlation is 0.6745 times of its standard error.
 - (iv) Coefficient of Correlation multiplied by the ratio between the standard deviations of the two variables denotes the slope of the regression line.

Code :

- (a) (i), (ii) and (iii)
 - (b) (i), (iii) and (iv)
 - (c) (ii) and (iv)
 - (d) (ii), (iii) and (iv)
98. In which one of the following probability distributions, the mean value of the distribution is the sole parameter of the distribution ?
- (a) Normal distribution
 - (b) Binomial distribution
 - (c) Exponential distribution
 - (d) Poisson distribution

99. For the following two statements of Assertion (A) and Reasoning (R) select the correct code :

Assertion (A) : Risk analysis of capital investment is the most complex and controversial area in finance.

Reasoning (R) : Capital investment decisions are based on estimates of future cash inflows.

Code :

- (a) (A) is incorrect but (R) is correct.
- (b) (A) is correct but (R) is incorrect.
- (c) (A) and (R) both are correct and (R) is correct explanation of (A).
- (d) (A) and (R) both are correct but (R) is not correct explanation of (A).

100. Acquisition of firms is the same as :

- (i) a merger
- (ii) an amalgamation
- (iii) a takeover
- (iv) an absorption

Select the *correct* code :

- (a) (i), (ii) and (iii) only
- (b) (ii), (iii) and (iv) only
- (c) (i) and (ii) only
- (d) (iii) and (iv) only