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O.M.R. Serial No. | | | | | | | | |

प्रश्नपुस्तिका क्रमांक
Question Booklet No.

प्रश्नपुस्तिका सीरीज
Question Booklet Series

A

BBA (Fourth Semester) Examination, July-2022

BBA-405(N)

Research Methodology

Time : 1:30 Hours   **Maximum Marks-100**

जब तक कहा न जाय, इस प्रश्नपुस्तिका को न खोलें

K-352

निर्देश :–

1. परीक्षार्थी अपने अनुक्रमांक, विषय एवं प्रश्नपुस्तिका की सीरीज का विवरण यथास्थान सही– सही भरें, अन्यथा मूल्यांकन में किसी भी प्रकार की विसंगति की दशा में उसकी जिम्मेदारी स्वयं परीक्षार्थी की होगी।

2. इस प्रश्नपुस्तिका में 100 प्रश्न हैं, जिनमे से केवल 75 प्रश्नों के उत्तर परीक्षार्थियों द्वारा दिये जाने है। प्रत्येक प्रश्न के चार वैकल्पिक उत्तर प्रश्न के नीचे दिये गये हैं। इन चारों में से केवल एक ही उत्तर सही है। जिस उत्तर को आप सही या सबसे उचित समझते हैं, अपने उत्तर पत्रक (O.M.R. ANSWER SHEET) में उसके अक्षर वाले वृत्त को काले या नीले बाल प्वांइट पेन से पूरा भर दें। यदि किसी परीक्षार्थी द्वारा किसी प्रश्न का एक से अधिक उत्तर दिया जाता है, तो उसे गलत उत्तर माना जायेगा।

3. प्रत्येक प्रश्न के अंक समान हैं। आप के जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।

4. सभी उत्तर केवल ओ०एम०आर० उत्तर पत्रक (O.M.R. ANSWER SHEET) पर ही दिये जाने हैं। उत्तर पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।

5. ओ०एम०आर० उत्तर पत्रक (O.M.R. ANSWER SHEET) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाय।

6. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी ओ०एम०आर० शीट उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें।

7. निगेटिव मार्किंग नहीं है।

महत्वपूर्ण :–

प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्नपुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्ष निरीक्षक को दिखाकर उसी सीरीज की दूसरी प्रश्नपुस्तिका प्राप्त कर लें।

1.   Age of the respondent is measured on the basis of _____ scale.

   (A) Nominal

   (B) Ordinal

   (C) Interval

   (D) Ratio

2.   Students in a class will be ranked on the _____ scale.

   (A) Nominal

   (B) Ordinal

   (C) Interval

   (D) Ratio

3.   This scale is the highest level of measurement scales:

   (A) Nominal

   (B) Ordinal

   (C) Interval

   (D) Ratio

4.   Scale having an absolute zero point:

   (A) Nominal

   (B) Ordinal

   (C) Interval

   (D) Ratio

5.   The Kelvin scale of measuring temperature is a _____.

   (A) Nominal

   (B) Ordinal

   (C) Interval

   (D) Ratio

6.	The _____ study is always adopted where only little knowledge or information about a problem is available.

(A)	Situational

(B)	Causal

(C)	Descriptive

(D)	Exploratory

7.	The major use of _____ research is explanation of the state of affairs, as it exists at present.

(A)	Formulative

(B)	Casual

(C)	Descriptive

(D)	None of these

8.	The _____ research is a preliminary study of a new problem about which the researcher has little or no knowledge.

(A)	Basic

(B)	Exploratory

(C)	Applied

(D)	Experimental

9.	_____ research is mainly concerned with generalizations and with the formulation of a theory.

(A)	Basic

(B)	Exploratory

(C)	Applied

(D)	Experimental

10.	Research deals with practical problems at hand:

(A)	Basic

(B)	Exploratory

(C)	Applied

(D)	Experimental

11. A hypothesis is a _____ about the predicted relationships among independent and dependent variable.

(A) Statement

(B) Conclusion

(C) Prediction

(D) None of these

12. _____ research is based on cause and effect of a phenomenon.

(A) Formulative

(B) Causal

(C) Descriptive

(D) None of these

13. A _____ is a statement about observable phenomena that may be judged as true or false.

(A) Definition

(B) Concept

(C) Proposition

(D) Hypothesis

14. _____ research is also known as fundamental research.

(A) Pure

(B) Exploratory

(C) Applied

(D) Action

15. _____ research is non-conclusive.

(A) Descriptive

(B) Exploratory

(C) Applied

(D) Action

16. A _____ study is a small scale preliminary study conducted before the actual research, in order to check the feasibility or to improve the design of the research.

   (A) Preliminary

   (B) Secondary

   (C) Case

   (D) Pilot

17. Secondary data analysis is another form of research:

   (A) Situational

   (B) Causal

   (C) Descriptive

   (D) Exploratory

18. Correctly defining the problem is the essentially the _____ step in the business research process.

   (A) First

   (B) Second

   (C) Third

   (D) Last

19. Blueprint of study of a research is called the _____.

   (A) Research design

   (B) Research method

   (C) Research procedure

   (D) Research problem

20. If one variable depend upon another variable is termed as a _____ variable.

   (A) Independent

   (B) Dependent

   (C) Extraneous

   (D) None of these

21. _____ are the variables that may have some affects upon a dependent variable but yet are not independent Variables.

   (A) Dependent Variables

   (B) Independent Variables

   (C) Extraneous variables

   (D) None of these

22. Surveys gather data over a period of time:

   (A) Cross-sectional

   (B) Longitudinal

   (C) Sample

   (D) None of these

23. _____ often is used to measure causality.

   (A) Experiment

   (B) Survey

   (C) Research design

   (D) None of these

24. _____ Data can be obtained by communication or by observation.

   (A) Secondary

   (B) Primary

   (C) Sample

   (D) None of these

25. A _____ design is a definite plan for obtaining a sample from a given population.

   (A) Research

   (B) Sampling

   (C) Popular

   (D) None of these

26. Probability sampling is also known as _____ sampling.

    (A) Chance

    (B) Non random

    (C) Restricted

    (D) None of these

27. Under _____ sampling method the population or universe is divided into number of clusters or large groups.

    (A) Restricted

    (B) Random route

    (C) Cluster

    (D) None of these

28. Research _____ is the blue print for the study.

    (A) Variable

    (B) Problem

    (C) Design

    (D) None of these

29. If the independent variable is not manipulated, is called _____ hypothesis testing research.

    (A) Non-experimental

    (B) Experimental

    (C) Working

    (D) None of these

30. _____ surveys are used to gather information on a population at a single point in time.

    (A) Cross-sectional

    (B) Historical

    (C) Longitudinal

    (D) None of these

31. The _____ method involves a complete enumeration of all units of the population or universe.

   (A) Census

   (B) Sample

   (C) Both (A) & (B)

   (D) None of these

32. _____ variables are undesirable because they add error to an experiment.

   (A) Dependent

   (B) Extraneous

   (C) Independent

   (D) None of these

33. _____ is the continuum upon which measured objects are located.

   (A) Ranking

   (B) Measurement

   (C) Scale

   (D) Rating

34. Positions of students based on their marks is an example of:

   (A) Nominal

   (B) Ordinal

   (C) Interval

   (D) Ratio

35. Which of the statistics is not permissible with nominally scaled data?

   (A) Chi square

   (B) Median

   (C) Range

   (D) Both (B) & (C)

36. In business research, attitudinal data obtained from rating scales are often treated as _____ data.

(A) Nominal

(B) Ordinal

(C) Interval

(D) Ratio

37. Which of the following scale is not a type of comparative scale?

(A) Semantic differential

(B) Constant sum

(C) Likert

(D) Both (A) and (C)

38. Which of the following scale is a type of comparative scale?

(A) Semantic differential

(B) Constant sum

(C) Likert

(D) None

39. The term is used to indicate measuring of something:

(A) Scaling

(B) Ratio

(C) Rating

(D) None of these

40. Type of scale that places events in an order:

(A) Nominal

(B) Ordinal

(C) Interval

(D) Ratio

41. Scale is used to draw out a yes or no answer:

(A) Likert

(B) Rating

(C) Dichotomous

(D) Category

42. This type of scale makes extensive use of words rather than numbers:

(A) Semantic

(B) Likert

(C) Rating

(D) Numerical

43. A questionnaire is a devise that is most frequently used in collecting _____ data.

(A) Secondary

(B) Primary

(C) Both

(D) None of these

44. These questions are also called fixed alternative questions:

(A) Open ended

(B) Closed

(C) Both

(D) Open response-option

45. _____ questionnaire contain definite, fix and direct questions.

(A) Unstructured

(B) Structured

(C) Closed form

(D) None of these

46. Data processing consists of _____ coding and tabulation.

   (A) Classification

   (B) Entry

   (C) Editing

   (D) None of these

47. _____ helps to make the data accurate, consistent with the intent of the question and other information in the survey, and to see the data is complete in all respects.

   (A) Coding

   (B) Tabulation

   (C) Editing

   (D) Classification

48. _____ is the process of assigning figures or other symbols to answers so that responses can be put into a limited number of categories or classes.

   (A) Editing

   (B) Coding

   (C) Tabulation

   (D) Classification

49. _____ is the process of summarizing raw data and displaying it in a compact form for further analysis.

   (A) Classification

   (B) Coding

   (C) Tabulation

   (D) Editing

50. In statistics, a _____ is a graphical display of tabulated frequencies.

   (A) Histogram

   (B) Bar diagram

   (C) Diagram

   (D) None of these

51. If the study is related to one variable it is called _____ analysis.

    (A) Bi-variate

    (B) Correlation

    (C) Casual analysis

    (D) Uni-variate

52. _____ is the middle value in the distribution when it is arranged in descending or ascending order.

    (A) Mode

    (B) Mean

    (C) Median

    (D) Range

53. _____ is the most common measure of central tendency.

    (A) Mode

    (B) Median

    (C) Mean

    (D) Range

54. When the study is related with more than two variables it is termed as___ analysis.

    (A) Bivariate

    (B) Multivariate

    (C) Casual analysis

    (D) Uni-dimensional

55. The report prepared for an export:

    (A) Technical

    (B) Popular

    (C) General

    (D) Specific

56. A _____ is a list of the sources used by the researcher to get information for research report.

(A) Bibliography

(B) Content

(C) Appendix

(D) None of these

57. There are _____ primary scales of measurement.

(A) One

(B) Two

(C) Three

(D) Four

58. _____ is a systematic way of assigning numbers or names to objects and their attributes.

(A) Measurement

(B) Classification

(C) Scaling

(D) Tabulation

59. The categorical data is also known as _____.

(A) Interval

(B) Ordinal

(C) Ranking

(D) Nominal data

60. The report prepared for a laymen:

(A) Technical

(B) Popular

(C) General

(D) Specific

61. The number of observations falling within a particular class interval is called its class _____.

    (A) Frequency

    (B) Interval

    (C) Limits

    (D) Mark

62. List includes letters, questionnaires, tests or other tools used in collecting the data:

    (A) Appendix

    (B) Glossary

    (C) Literature cited

    (D) Bibliography

63. Report presented for a project yet to be completed is called as _____.

    (A) Summary

    (B) Technical

    (C) Interim

    (D) Public

64. A review of literature is done to find research _____.

    (A) Design

    (B) Method

    (C) Gap

    (D) Reference List

65. A comprehensive listing of the work relevant to the study:

    (A) Index

    (B) Glossary

    (C) Reference List

    (D) Bibliography

66. A/An _____ is an expression of gratitude

    (A) Appendix

    (B) Acknowledgement

    (C) Reference List

    (D) Bibliography

67. A curve showing mean, media and mode at the same point is:

    (A) Normal curve

    (B) Demand curve

    (C) Parabola

    (D) Ellipse

68. The value exactly at the middle of a class interval is called _____.

    (A) Mid value

    (B) Class mark

    (C) Limits

    (D) Both (A) & (B)

69. The smallest and the largest possible measurements in each class are known as class _____.

    (A) Boundaries

    (B) Interval

    (C) Limits

    (D) Mark

70. Observation can be done in a _____ manner.

    (A) Participatory

    (B) Non-Participatory

    (C) Both

    (D) None

71. The respondent/ subject is aware about the purpose in _____ observation.

(A) Disguised

(B) Non-disguised

(C) Both

(D) None

72. Reporting means _____ through reports.

(A) Asking

(B) Answering

(C) Communicating

(D) Stating

73. A treatise on a single subject is called a _____.

(A) Monograph

(B) Thesis

(C) Dissertation

(D) Report

74. A list of special terms and phrases used is given in the form of a _____.

(A) Glossary

(B) Bibliography

(C) Appendix

(D) Reference

75. The respondent targeted in an observation is also called as _____.

(A) Target

(B) Subject

(C) Universe

(D) None

76. The population in research is a subset of:

    (A) Sample

    (B) Subject

    (C) Universe

    (D) None

77. The sample in research is a subset of:

    (A) Population

    (B) Subject

    (C) Universe

    (D) None

78. The list of respondents is also called as:

    (A) Population

    (B) Sampling Frame

    (C) Universe

    (D) None

79. When the next sample is taken by asking the respondents to share about more respondents with similar characteristics such sampling technique is called as_____.

    (A) Ice ball

    (B) Snow ball

    (C) Ice berg

    (D) None

80. The method helps to predict the unknown values of one variable from the known values of another Variable are called analysis:

    (A) Correlation

    (B) Regression

    (C) Anova

    (D) Cluster

81. Full form of ANOVA is _____ .

   (A) Attribute of variance

   (B) Analysis of variance

   (C) Analysis of variable

   (D) None

82. _____ is a measure of central tendency.

   (A) Mean

   (B) Standard deviation

   (C) Mean deviation

   (D) Range

83. ANOVA is based on _____ .

   (A) T-test

   (B) Z-test

   (C) F-test

   (D) None

84. Degree of freedom (table data) is calculated as:

   (A) d=(r-1) (c-1)

   (B) d=(r+1) (c+1)

   (C) d=(r-2) (c-2)

   (D) None

85. Level of Significance is denoted by:

   (A) α − alpha

   (B) r

   (C) d

   (D) None

86. _____ is defined as the square-root of the average of the squared deviation from the mean.

(A) Range

(B) Standard deviation

(C) Skewness

(D) Geometric mean

87. In Chi-Square test 'O' refers to:

(A) Observed Frequency

(B) Only Frequency

(C) Obtainable Frequency

(D) Offered value

88. In Chi-Square test 'E' refers to:

(A) Observed Frequency

(B) Expected Frequency

(C) Obtainable Frequency

(D) Offered value

89. Rejecting a true null hypothesis is committing a _____.

(A) Type-I error

(B) Type-II error

(C) Type-III error

(D) Sampling error

90. In testing of hypothesis, if the null hypothesis is rejected _____ hypothesis is accepted.

(A) Alternative

(B) Relational

(C) New

(D) None of these

91. Where the sample size is less than 30 _____ is used.

    (A) F-Test

    (B) Z-Test

    (C) T-Test

    (D) U-Test

92. Population measurements are called _____.

    (A) Parameters

    (B) Statistics

    (C) Estimates

    (D) Hypotheses

93. Sample measurements are called _____.

    (A) Parameters

    (B) Statistics

    (C) Estimates

    (D) Hypotheses

94. The diagram drawn for presenting the data in picture form is called _____.

    (A) Chart

    (B) Frequency polygon

    (C) Pie chart

    (D) Pictogram

95. If the area of a circle is divided in two different sectors representing different categories such that the angle of each sector is proportional to the frequency of corresponding category, it is called a _____.

    (A) Pie chart

    (B) Bar chart

    (C) Stacked bar chart

    (D) Multiple bar chart

96. In line graphs, values of dependent variables are taken on the _____ .

   (A) X- axis

   (B) Y-axis

   (C) Base line

   (D) None of these

97. In a pie chart the total area is represented by:

   (A) 360-degree

   (B) 270- degree

   (C) 180- degree

   (D) None of these

98. If the graph is not symmetrical it can be called as:

   (A) Un-skewed

   (B) Skewed

   (C) Normal

   (D) None of these

99. If the graph is purely symmetrical the skewness is:

   (A) One

   (B) Zero

   (C) Double

   (D) None of these

100. A leptokurtic graph will have a tall peak and thin shape:

   (A) True

   (B) False

   (C) Can't say

   (D) None of these

******

Rough Work / रफ कार्य

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2. **This Question Booklet contains 100 questions, out of which only 75 Question are to be Answered by the examinee. Every question has 4 options and only one of them is correct. The answer which seems correct to you, darken that option number in your Answer Booklet (O.M.R ANSWER SHEET) completely with black or blue ball point pen. If any examinee will mark more than one answer of a particular question, then the answer will be marked as wrong.**

3. Every question has same marks. Every question you attempt correctly, marks will be given according to that.

4. Every answer should be marked only on Answer Booklet **(O.M.R ANSWER SHEET).** Answer marked anywhere else other than the determined place will not be considered valid.

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