

M. COM
THIRD SEMESTER
RESEARCH METHODOLOGY
MCM-303

[PART-A : Objective]

Choose the correct answer from the following :

1×20=20

1. Thehypothesis is a hypothesis that requires empirical evidence to accept it.
 - a. null
 - b. alternate
 - c. working
 - d. type one
2. The analysis is the process of determining how one variable influences the change in other variable.
 - a. causal
 - b. real
 - c. regression
 - d. correlation
3.test that is used to test whether the fit between the observed distribution and the expected distribution is good.
 - a. Chi-square
 - b. t-test
 - c. F-test
 - d. Z-test
4.research aims at finding a solution for an immediate problem facing a society or a business entity.
 - a. Applied
 - b. Fundamental
 - c. Conceptual
 - d. None of these
5. A Research design includes which one of the following?
 - a. Statistical techniques alone.
 - b. Sampling, observational, statistical and operational designs.
 - c. Only sampling design.
 - d. Only data collection methods.
6. Which one of the following represents the correct order for preparation of a dissertation?
 - a. Conclusion, Introduction, Methods, Literature Review, Results.
 - b. Methods, Literature Review, Results, Conclusion, Introduction.
 - c. Conclusion, Introduction, Literature Review, Results, Methods.
 - d. Introduction, Literature Review, Methods, Results, Conclusion.
7. Quota sampling is used intensively in which one of the type of research?
 - a. Market research.
 - b. Experimental research.
 - c. Action research.
 - d. Ethnographic research.
8. Which one of the following would you consider appropriate while preparing a sample size?
 - a. Your sample frame and sampling strategy.
 - b. The ethical issues that might arise.
 - c. Access to the set sample.
 - d. The universe, sample frame, sampling strategy and budget.
9. Research is not considered ethical if it:
 - a. tries to prove a particular point.
 - b. does not ensure privacy and anonymity of the respondent.
 - c. does not investigate the data scientifically.
 - d. is not of a very high standard.
10. When a research problem is related to heterogeneous population, the most suitable sampling method is:
 - a. Cluster sampling
 - b. Stratified sampling
 - c. Convenient sampling
 - d. Lottery method
11. The aims of research is/are:
 - a. Factual
 - b. Verifiable
 - c. Theoretical
 - d. All the above
12. error refers to a situation where the researcher rejects the null hypothesis when it is true.
 - a. Type I
 - b. Type II
 - c. One tailed
 - d. Two tailed
13. is a measure of degree of risk that a researcher might reject the null hypothesis when the null hypothesis is true.
 - a. Level of significance.
 - b. Degrees of freedom.
 - c. Confidence level.
 - d. Level of error.