



VINAYAKA MISSION'S RESEARCH FOUNDATION, SALEM
(Deemed to be University under section 3 of the UGC Act 1956)

Instructions / Note:

1. Answer all the questions. Each question carries one mark.
2. No negative marks for wrong answers.
3. Read each question carefully and answer in the OMR sheet provided for each question with only blue/ black pen to fill the circles in the OMR Sheet.
4. Return the question paper along with the OMR sheet.

Time: 90 Minutes

Venue: _____.

PART -A

[35X1=35]

1. Concepts are of Research

- A. Guide
- B. Tools
- C. Methods
- D. Variables

2. Concept is of two types

- A. Abstract and Coherent
- B. Concrete and Coherent
- C. Abstract and concrete
- D. None of the above

3. A statement of the quantitative research question should:

- A. Extend the statement of purpose by specifying exactly the question (s the researcher will address
- B. Help the research in selecting appropriate participants, research methods, measures, and materials
- C. Specify the variables of interest
- D. All the above

4. Why do you need to review the existing literature?

- A. To make sure you have a long list of references
- B. Because without it, you could never reach the required word-count
- C. To find out what is already known about your area of interest



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D. To help in your general studying

5. What do you mean by Unit of Analysis?

- A. Main parameter
- B. Variables
- C. Sample
- D. Constructs

6. What does the term 'longitudinal design' mean?

- A. A study completed far away from where the researcher lives.
- B. A study which is very long to read.
- C. A study with two contrasting cases.
- D. A study completed over a distinct period of time to map changes in social phenomena.

7. Which of the following is true regarding research objectives?

- A. Research objectives, when achieved, will provide sufficient earnings to obtain a reasonable return on investment.
- B. Research objectives, when obtained, will ensure the viability of the marketing research department.
- C. Research objectives, when achieved, provide the information necessary to solve the problem.
- D. Research objectives are seldom achieved but should be stated as goals to be sought.

8. Wrong questionnaire is an example of

- A. Primary data collection problem
- B. Secondary collection problem
- C. a and b both
- D. None of the above

9. The existing company information is an example of which data??

- A. Primary
- B. Secondary
- C. Both a and b
- D. None of the above

10. Your colleague is confused about using the marketing research process, as he knows that something is wrong but is not sure of the specific causes to investigate. He seems to be having problems with _____, which is often the hardest step to take.

- A. Developing the research plan
- B. Determining a research approach



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- C. Defining the problem and research objectives
- D. Selecting a research agency

11. Random sampling is also called _____.

- A. Availability sampling
- B. Probation sampling
- C. Probability sampling
- D. Prospect sampling

12. Scale in which the respondent directly compares two or more objects and makes choices among them is

- A. Ranking Scale
- B. Rating Scale
- C. Graphic Scale
- D. None of these

13. If the population proportion equals p_0 Z Test = $(\bar{x} - \mu) / (\sigma / \sqrt{n})$, then is distributed:

- A. As a standard normal variable, if $n > 30$
- B. As a Poisson variable
- C. As the t-distribution with $v = n - 1$ degrees of freedom
- D. As a distribution with v degrees of freedom

14. The degree of freedom for paired t-test based on n pairs of observations is:

- A. $2n - 1$
- B. $n - 2$
- C. $2(n - 1)$
- D. $n - 1$

15. Which test is the part of the parametric test?

- A. Sign Test
- B. Run Test for Randomness
- C. Kruskal-Willis Test
- D. z-test

16. ANOVA is _____

- A. A government body which collects social statistics.
- B. The name of a statistical software package.
- C. A one-way analysis of variance.
- D. A two-way analysis of variance.



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17. Which of the following is not one of the seven major parts to the research report?
- A. Results
 - B. Abstract
 - C. Method
 - D. Footnotes
18. In SPSS, what is the "Data Viewer"?
- A. A table summarizing the frequencies of data for one variable
 - B. A spreadsheet into which data can be entered
 - C. A dialog box that allows you to choose a statistical test
 - D. A screen in which variables can be defined and labeled
19. What type of chart is useful for comparing values over categories?
- A. Pie Chart
 - B. Column Chart
 - C. Line Chart
 - D. Dot Graph
20. A feature that displays only the data in column (s) according to specified criteria
- A. Formula
 - B. Sorting
 - C. Filtering
 - D. Pivot
21. Functions in MS Excel must begin with ____
- A. An () sign
 - B. An Equal Sign
 - C. A Plus Sign
 - D. A > Sign
22. The ____ feature of MS Excel quickly completes a series of data
- A. Auto Complete
 - B. Auto Fill
 - C. Fill Handle
 - D. Sorting
23. How many sheets are there, by default, when we create a new Excel file?
- A. 1
 - B. 3
 - C. 5
 - D. 10



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24. In Excel, which one denoted a range from B1 through E5
- A. B1 - E5
 - B. B1:E5
 - C. B1 to E5
 - D. B1\$E5
25. What type of chart is useful for showing trends or changes over time?
- A. Pie Chart
 - B. Column Chart
 - C. Line Chart
 - D. Dot Graph
26. The main aim of the scientific method in the research field is to _____
- A. Improve data interpretation
 - B. Confirm triangulation
 - C. Introduce new variables
 - D. Eliminate spurious relations
27. A researcher is interested in studying the prospects of a particular political party in an urban area. So, what tool should he prefer for the study?
- A. Rating Scale
 - B. Interview
 - C. Questionnaire
 - D. Schedule
28. The conclusions/findings of which type of research cannot be generalized to other situations?
- A. Casual Comparative Research
 - B. Historical Research
 - C. Descriptive Research
 - D. Experimental Research
29. How to judge the depth of any research?
- A. By research title
 - B. By research duration
 - C. By research objectives
 - D. By total expenditure on research



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30. Who can successfully conduct Research?
- A. Someone who is a hard worker
 - B. Possesses post-graduation degree
 - C. Has studied research methodology
 - D. Possesses thinking and reasoning ability
31. Which of the following is not the method of Research?
- A. Survey
 - B. Historical
 - C. Observation
 - D. Philosophical
32. A research problem is feasible only when
- A. It has utility and relevance
 - B. It is new and adds something to knowledge
 - C. It is researchable
 - D. All of the above
33. Circle graphs are used to show
- A. How is one part related to other parts?
 - B. How various sections share in the whole?
 - C. How is one whole related to another whole?
 - D. How are various parts related to the whole?
34. Authenticity of a research finding is its
- A. Validity
 - B. Objectivity
 - C. Originality
 - D. All of the above
35. Which one is called non-probability sampling?
- A. Quota sampling
 - B. Cluster sampling
 - C. Systematic sampling
 - D. Stratified random sampling

