

BCM 5B 08—BUSINESS RESEARCH METHODS
(Multiple Choice Questions for SDE Candidates)

1. A _____ analysis determines the cost of each production item used to produce goods and services.
(A) Marketing. (B) Financial.
(C) Technical. (D) Investment.
2. _____ research is mainly concerned with discovery and with generating or building theory.
(A) Situational. (B) Causal.
(C) Descriptive. (D) Exploratory.
3. _____ is a preliminary study conducted on a limited scale before the original studies are carried out in order to gain some primary information.
(A) Case study. (B) Pilot study.
(C) Descriptive study. (D) Diagnostic study.
4. Plan of study of a researcher is called the _____.
(A) Research design. (B) Research method.
(C) Research procedure. (D) Research problem.
5. _____ research seeks to find cause and affect relationships between variables.
(A) Descriptive. (B) Explorative.
(C) Causal. (D) None of these.
6. _____ 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.
7. _____ variables are undesirable because they add error to an experiment.
(A) Dependent. (B) Extraneous.
(C) Independent. (D) None of these.

8. _____ error is known as non-cumulative error.
- (A) Unbiased. (B) Biased.
(C) Technical. (D) None of these.
9. _____ is the generation of continuum upon which measured objects are located.
- (A) Ranking. (B) Measurement.
(C) Scaling. (D) Rating.
10. The term _____ is used to indicate measuring of something.
- (A) Scaling. (B) Ratio.
(C) Rating. (D) None of these.
11. _____ scale is used to draw out a yes or no answer.
- (A) Lickert. (B) Rating.
(C) Dichotomous. (D) Category.
12. This type of scale makes extensive use of words rather than numbers.
- (A) Sematic (B) Likert.
(C) Rating. (D) Numerical.
13. _____ report is a report prepared for a layman.
- (A) Technical. (B) Popular.
(C) General. (D) Specific.
14. 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.
15. _____ ended questions are called free answer questions.
- (A) Closed. (B) Open.
(C) Multiple choice question. (D) None of these.

16. A _____ refers to one which provides several set of alternatives for its answers.
- (A) Closed. (B) Open.
(C) Multiple choice question. (D) None of these.
17. A _____ is a set of questions which are asked and filled in by the interviewer in a face to face situation with another person.
- (A) Schedule. (B) Questionnaire.
(C) Check-list. (D) None of these.
18. Empirical studies are studies based on _____.
- (A) Imagination. (B) Insights.
(C) Experience. (D) Events.
19. Concepts are the _____ of theory building.
- (A) Information. (B) Ideas.
(C) Equations. (D) Basic Units.
20. The act of providing a measure of a concept is referred to as _____.
- (A) Hypothesis. (B) Construct.
(C) Proposition. (D) Operational Definition.