

**MULTIPLE CHOICE QUESTIONS FOR MCOM - (MC313)**

**RESEARCH METHODOLOGY**

1. ....*research aims at finding a solution for an immediate problem facing a society or business?*
  - a. descriptive research
  - b. applied research
  - c. quantitative research
  - d. qualitative research
  
2. *Pilot survey means?*
  - a. preliminary survey
  - b. descriptive survey
  - c. enumeration
  - d. none of these.
  
3. *All items in any field of enquiry constitute?*
  - a. universe
  - b. population
  - c. sample
  - d. A & B
  
4. *In which scale we uses number and symbols to events in order to label them?*
  - a. nominal
  - b. ordinal
  - c. interval
  - d. cardinal
  
5. *Methods of data collection;*
  - a. observation
  - b. interview
  - c survey
  - d. AB&C
  
6. *A sample design is .....?*
  - a. plan
  - b. chart
  - c. list
  - d. summary
  
7. *Which sampling is used to select every item on a list?*
  - a. stratified
  - b. area
  - c. systematic
  - d. cluster
  
8. *Primary data source;*
  - a. observation
  - b. interview
  - c. survey
  - d. all of these.
  
9. .... *is the process of assigning numerals and symbols?*
  - a. editing
  - b. coding
  - c. tabulation
  - d. none of these
  
10. *ANOVA developed by ?*
  - a. RA fisher
  - b. R.J. fisher
  - c. marshall
  - d. none

11. *A common test in research demand much priority on*

- a. reliability
- b. objectivity
- c. usability
- d. all of the above

12. *Action research means*

- a. longitudinal research
- b. applied research
- c. research initiated to solve an immediate problem
- d. none of these

13. *In the process of conducting research 'formulation of hypothesis' is followed by*

- a. statement of objectives
- b. analysis of data
- c. selection of research tools
- d. collection of data

14. *Amplifying is advantages as it.....*

- a. helps in capital saving
- b. saves time
- c. increase accuracy
- d. both A& B

15. *Survey research studies*

- a. circumstances
- b. population
- c. event
- d. process

**Answer key**

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
b	a	b	a	d	a	c	d	b	a	d	c	c	d	b