

E-Content

Research Methodology in Economics

Semester: V

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COURSE CONTENT

Course Code : XXXXXX

Course Name: Data structures using C

Criteria of Good Research

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Criteria for research

- MUST have: a clearly stated research purpose/ objective
- MUST have: a sequential plan of execution
- MUST have: a logical and explicitly stated justification for the selected methods
- MUST have: an unbiased and neutral method of conduct and reporting
- MUST have: complete transparency and ethical conduction of the research process
- MUST have: provision for being reliable & replicable

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1. Research involves all of the following except-----

- Validation
- Control
- Compilation
- Testing
- Formulation
- Promotion

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2. According to the authors, research methods are everything except:

- Unstructured
- Unbiased
- Sequential
- Directed
- None of the above

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3. The procedures followed at each stage of research are directed, well documented, and, as much as possible, planned in advance. The previous statement defines the _____ aspect of the definition of research.

- Systematic
- Accuracy
- Identification of information
- Collection of information

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4. Of the following statements which reflects why business research information is advantageous for a managerial decision?
- It describes what is occurring in the marketplace.
 - It may provide detailed information about specific mistakes or why failures occurred.
 - It provides information to help managers learn about changing environments.
 - All of the above are reasons

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5. The primary function of business research is to:

- Provide the solution to a business problem.
- Attempt to predict future behavior.
- Identify personal needs.
- Provide information to assist managers in making decisions.

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6. A research that is oriented towards building theories and models in the field of management is called:

- Theoretical research
- Model testing research
- Basic research
- Management research
- None of the above
- All of the above

7. Applied research is directed towards

- Problem solving
- Action oriented research
- Real time problems
- Management decision making
- All of the above

8. A company wants to know what are the problems are faced by employees in the night shift duties. The company is intending to undertake
- Pure research
 - Applied research
 - Basic research
 - Causal research
9. Which statement best describes the nature of basic research?
- The primary purpose of basic research is to facilitate the managerial decision process.
 - Basic research might lead to theory or model building.
 - Because basic research is exploratory, it does not require the use of scientific methodology.

10. Exploratory research studies are

- Loosely structured
- Followed by conclusive research
- Involve hypothesis testing
- Involve hypothesis building
- Require a skilled investigator

11. Kingfisher wants to evaluate the impact of a promotional offer of thousand rupees off on return ticket fares on ticket sales. The kind of research being conducted is

- Applied research
- Conclusive research
- Causal research
- All of the above

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12. The variables in a conclusive research design are

- Derived on the basis of an exploratory research study
- Are derived on the basis of the conclusive study
- Are structured and definite
- c & d
- None of the above

13. How many people visit the mall on a weekend is an example of

- Applied research
- Conclusive research
- Basic research
- Causal research
- Descriptive research

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14. The Census carried out by the Government of India is an example of

- Applied research
- Conclusive research
- Causal research
- Descriptive research
- All of the above

15. The impact of higher interest rates in PPF (public provident fund) on individuals investment in the instrument is an example of

- Applied research
- Conclusive research
- Causal research
- Descriptive research

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16. Which of the following statements about the research process is not true?

- Is structured
- Is sequential in nature
- All steps in the process are carried out
- Reflects the orientation of the researcher
- All the statements are true

17. Which of the following problems require research

- Acceptance of a recycled paper packaging at McDonalds
- Flexible work hours on turnover intentions
- Acceptance of more women oriented serials on prime time
- Investments in insurance policies
- All of the above

18. All of the following are stages in the research process, EXCEPT:

- Determining sample characteristics
- Defining the problem.
- Formulating a research design.
- Managerial decision making.
- All the above are stages

19. When attempting a research for a business manager at what stage does the researcher enter the decision making process?

- Problem identification and definition
- Alternative formulation
- Evaluation of alternatives
- Implementation

20. Hypotheses formulation is a stage in all the following studies except:

- Basic research
- Applied research
- Exploratory research
- Descriptive research

21. -----is a flexible contract about the proposed methodology and once formalized and accepted the research is ready for initiation.

- Research contract
- Research proposal
- White paper of research
- Manager's contract
- None of the above

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