

**Business Research Methods-104**  
**Multiple Choice Questions**

1. Research is  
(A) Searching again and again  
(B) Finding solution to any problem  
(C) **Working in a scientific way to search for truth of any problem**  
(D) None of the above
  
2. Which of the following is the first step in starting the research process?  
(A) Searching sources of information to locate problem.  
(B) Survey of related literature  
(C) **Identification of problem**  
(D) Searching for solutions to the problem
  
3. A common test in research demands much priority on  
(A) Reliability  
(B) Usability  
(C) Objectivity  
(D) **All of the above**
  
4. Action research means  
(A) A longitudinal research  
(B) An applied research  
(C) **A research initiated to solve an immediate problem**  
(D) A research with socioeconomic objective
  
5. A reasoning where we start with certain particular statements and conclude with a universal statement is called  
(A) Deductive Reasoning  
(B) **Inductive Reasoning**  
(C) Abnormal Reasoning  
(D) Transcendental Reasoning
  
6. The essential qualities of a researcher are  
(A) Spirit of free enquiry  
(B) Reliance on observation and evidence  
(C) Systematization or theorizing of knowledge  
(D) **All the above**
  
7. In the process of conducting research "Formulation of Hypothesis" is followed by  
(A) **Statement of Objectives**  
(B) Analysis of Data

# Business Research Methods Multiple Choice Questions And Answers

**William G. Zikmund**



## **Business Research Methods Multiple Choice Questions And Answers:**

**Business Research Methods** Dr. Lalit Prasad, Dr. Kunal Patil, Dr. Priyanka Mishra, 2025-01-18 Business Research Methods involves systematic data-driven approaches that help organizations make informed decisions by collecting, analyzing, and interpreting relevant data. The process typically includes defining a research problem, developing a research design, collecting data through surveys, interviews, or observations, and analyzing this data using statistical tools. Business research can be qualitative, focusing on understanding underlying reasons and motivations, or quantitative, aiming to quantify variables and predict outcomes. This book is divided into five chapters, each focusing on a crucial aspect of the research process. We begin with the identification of research problems, proceed through the formulation of hypotheses, research design, data collection, and analysis, and conclude with report writing. This progression ensures that readers gain a solid understanding of the entire research process, equipping them with the knowledge and skills needed to conduct their own research projects. To enhance learning and reinforce the concepts covered in each chapter, we have included a set of review questions at the end of each unit. These questions are categorized into multiple choice questions, short answer questions, moderate answer questions, and long answer questions. These questions provide readers with practical examples of how the material may be tested in an academic setting.

*Taxmann's Business Research Methods | A Hands-on Approach with SPSS - Concise | Practical Textbook that Simplifies Business Research Through—Theory | SPSS-based Data Analysis | Examples* Pushpender Kumar, Anupreet Kaur Mokha, Sumit Kumar Sharma, 2025-06-17 In today's data-intensive business environment, research methodology is at the heart of informed decision-making. *Business Research Methods: A Hands-on Approach with SPSS* simplifies the entire research process, starting from conceptual foundations and proceeding through practical data analysis by blending step-by-step instructions with examples. Authored in clear, accessible language, the book is primarily structured to help learners gain confidence in designing, conducting, and interpreting business research projects using SPSS, one of the most widely adopted statistical packages in academia and industry. This book is intended for the following audience:

- MBA Students and Business School Learners: Offers a systematic approach to developing solid research proposals, dissertations, and projects.
- Undergraduate Students in Commerce, Management, and Social Sciences: Provides foundational research knowledge, bridging theory and real-world applications.
- Research Scholars: Quantitative vs. qualitative strategies, Conceptual Framework, Propositions, hypothesis development, operationalising constructs, and variable classifications (independent, dependent, moderating).
- Measurement: Scaling, o Detailed discussion on nominal, ordinal, interval, and ratio scales, along with reliability and validity checks.
- Data Collection: Sampling, o Best practices for designing questionnaires, sampling methods (probability and non-probability), and survey/census distinctions.
- Data Presentation: Descriptive Analysis, o Tabular and graphical methods (line graphs, pie charts, bar charts, histograms, boxplots) along with central tendency, variability, skewness, and kurtosis.
- Hypothesis Testing, o Parametric (t-tests, ANOVA) and non-parametric procedures (Chi-square, Mann-Whitney U).

Kruskal Wallis Advanced Statistical Techniques o Correlation linear and multiple regression factor analysis discriminant analysis cluster analysis and structural equation modelling Report Writing Ethical Considerations o Detailed guidelines on effectively presenting findings maintaining ethical standards at all research stages and shaping your results into an accessible and ethically sound report The structure of the book is as follows Chapter wise Progression Each chapter builds upon the previous one beginning with the basics of research theory and gradually advancing to SPSS based statistical applications Practical Orientation Every theoretical concept is accompanied by examples and SPSS screenshots enabling step by step replication of analyses Assessments Review Chapters conclude with multiple types of questions MCQs short answers and case based discussions to test understanding and application Practical Integration The continuous use of real datasets and business contexts ensures learners can connect theories to tangible scenarios **EBOOK: Business Research Methods** Boris Blumberg,Donald Cooper,Pamela Schindler,2014-03-16 Are you about to begin your dissertation or a research project but don't know what topic to choose Are you unsure of what research methods to use and how they should be applied to your project Are you worried about how to write up your research project Then this is the book for you A balanced coverage of qualitative and quantitative methods means that no matter what approach you choose to use for your project there are examples and case studies to help guide you through the process Student Research boxes provide an insight into situations and research decisions that students have encountered in real life projects They contain hints tips and sometimes questions to help you think through your own project A Running Case Study charts the progression of two student research projects one qualitative and one quantitative and shows how the content of each chapter can be used to develop their projects Thought provoking questions are included in order to help you consider the issues and decisions involved which you can then apply to your own project Deeper Insight boxes delve further into particular research issues offering you a detailed description to increase your understanding of these areas whilst Real Life examples put research methods into context by showing you how they have been applied in real world situations The Online Learning Centre contains a vast amount of extra resources to help you create a superior project Six statistical chapters are available to help you prepare test and analyse your hypotheses and data Extra cases appendices and dataset exercises help you to take your study further Check out the Research Skills Centre for free chapters of Study Skills books examples of good and bad proposals and templates for questionnaires and surveys All of this and more can be found at [www.mcgraw-hill.co.uk/textbooks/blumberg](http://www.mcgraw-hill.co.uk/textbooks/blumberg) **eBook: Business Research Methods 5e** Boris Blumberg,Claire MacRae,2024-06-13 This book is a one stop guide to all your research methods needs It is tailored specifically towards business and management courses and central to this edition is the balanced coverage of qualitative and quantitative methods to clearly and concisely lead students through the research process whatever their project may be Now in its much anticipated fifth edition Business Research Methods has been revised and updated to reflect all the latest trends in research methodology The integration of statistical issues as well as coverage of

web based surveys qualitative interviews big data and content analysis of social media aims to support the current student experience A Running Case Study charts the progression of two student research projects one qualitative and one quantitative and shows how the content of each chapter can be used to develop their projects Thought provoking questions are included to help students consider the issues and decisions involved and how these might be applied to their own project Deeper Insight into Research Methods boxes delve further into particular research issues offering a detailed description to increase understanding of these areas whilst Real Life examples put research methods into context by showing how they have been applied in real world situations New pedagogy features include Research in Practice boxes provide an insight into situations and research decisions that students may encounter in real life projects They contain hints tips and sometimes questions to help think through a project Theory Explained highlights key theories and demonstrates how these can be applied in practical research examples Statistics in Action provides practical alternatives to qualitative research methods and gives examples of how statistical data can be presented analyzed and interpreted to improve students data insights skills The Online Learning Centre contains a vast amount of extra resources to support lecturers and student including power points instructor manuals and a question bank New to this edition are short case studies with teaching notes covering current topics and key theories and worked examples and videos with associated questions for further practical exercises and real world examples Boris F Blumberg is Senior Lecturer and Executive Director of UMIO the postgraduate unit at the Maastricht University School of Business and Economics the Netherlands Boris has supervised hundreds of dissertations and teaches courses in strategic management entrepreneurship and innovation His research focuses mainly on entrepreneurship networks and methodology Claire MacRae is Senior Lecturer in Public Policy at the Centre for Public Policy University of Glasgow Claire has taught courses on research methods for undergraduate masters and Professional Doctorate students Her research focuses mainly on policymaking risk and resilience and the impact of policy design and implementation on society

*Taxmann's Business Research Methodology [UGCF | NEP] - Student-oriented Textbook for the Entire Business Research Process Using—Real Datasets | SPSS/Excel Tools | Visuals | Case Studies* Pushpender Kumar, Anupreet Kaur Mokha, 2025-11-28 Business Research Methodology is a comprehensive student centric and visually rich textbook that transforms how students learn research methods Designed exactly as per the NEP aligned syllabus for DSE 6 6 7 1 of B Com Hons and B Com the book approaches research not as a theoretical subject but as a step by step journey of discovery supported by real datasets SPSS screenshots spreadsheet methods case studies solved examples numerical exercises and practical tasks The authors break down the entire research process into five structured units starting from the very basics what research is and how it is shaped by philosophy and progressing toward data analysis inferential statistics report writing and ethical concerns Every chapter is carefully designed to help students understand apply practise and eventually master business research The book stands out because it does not stop at theory It teaches students how research is actually done

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instructors thorough coverage of business research topics backed by solid theory The authors are successful marketing research consultants and that is evident in the rich and realistic case studies found in the text Managerial decision making is the underlying theme topics and applications are presented and organized in a manner that allow students to thoroughly understand business research topics and functions Consequently the structure of the text encourages and supports completion of an in depth business research project during the semester

**Business Research Methods** William G. Zikmund,1997 This best selling text continues in its seventh edition to provide the most current and comprehensive coverage of business research Its student friendly design contains numerous examples illustrating real world research in management marketing finance accounting and other business areas Business Research Methods 7e is the ideal text for undergraduate and first year MBA courses in marketing management or quantitative studies

**Business Research Methods** Vernon T. Clover,Howard Lloyd Balsley,1979 Management development guide on business research methods covers data collecting and data analysis survey techniques measurement and simulation statistical analysis procedures development of questionnaires writing of business reports etc Graphs illustrations references statistical tables and tables

**Business Research Methods** William Emory,1985

**Research Methods For Business** Roger Bougie,Uma Sekaran,2020-05-28 Research Methods For Business 8th Edition explains the principles and practices of using a systematic organized method for solving problematic issues in business organizations Designed to help students view research from the perspective of management this popular textbook guides students through the entire business research process Organized into six main themes Introduction Defining the Management and the Research Problem Theory Collecting Information Drawing Conclusions and Writing and Presenting the Research Report the text enables students to develop the skills and knowledge required to successfully create conduct and analyze a research project Now in its eighth edition this popular textbook has been thoroughly updated to incorporate substantial new and expanded content and reflect current research methods and practices The text uses a unique blended learning approach allowing instructors the flexibility to custom tailor their courses to fit their specific needs This innovative approach combines the face to face classroom methods of the instructor with internet based activities that enable students to study what they want when they want at their own pace

*Business Research* Vernon T. Clover,1958

**Research Methods in Business Studies** Pervez N. Ghauri,Kjell Grønhaug,2002 This concise but comprehensive text explains the importance of a scientific approach to business research and problem solving projects Requiring no prerequisites this text explains business research methods in a step by step manner

**Research for Business Decisions** Howard Lloyd Balsley,1991-08

**Research Methodology in Business** J. Francis Rummel,Wesley C. Ballaine,1963

**Bibliography on Methods of Social and Business Research** William A. Belson,Beryl-Anne Thompson,London School of Economics and Political Science,1973

**Research Methods for Business and Management** L. R. Gay,P. L. Diehl,1992

*First Revision of Bibliography of Educational Measurements* Indiana University. School of Education. Division of Research and

Field Services,1925      **Research Methods for Business** Uma Sekaran,1992-03-16 Covers all current areas of business ranging from management and marketing to finance and accounting Features a new chapter on statistics direct detailed guidelines for conducting systematic research to produce sound reports extensive practical skill building exercises that challenge students to think and apply their research knowledge an in depth discussion of computer assisted data collection and analysis and much more      *Bulletin of the School of Education, Indiana University* Indiana University. School of Education,1924 Vol 1 7 9 10 include Proceedings of the High School Principals Conference 1923 1929 v 1 7 9 18 include Proceedings of the Conference on Educational Measurements 1924 1930 1932 1942      *Viewpoints* ,1924

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