

Exam Name : GDMM Paper 13 Research Methodology

Total Questions : 50

Q.1 Which of the following is known as chain sampling or referral sampling?

Marks: 2

Question ID:
5227415

No	Options Details	Select Option
1	Judgement sampling	
2	Snowball sampling	
3	Quota sampling	
4	Purposive sampling	

Q.2 What is the benefit of a questionnaire over other methods of conducting a survey?

Marks: 2

Question ID:
5227416

No	Options Details	Select Option
1	Personal rapport with the recorder	
2	Easy to convey feelings and emotions	
3	Speedy results	
4	cost reduction	

Q.3 A question that subtly prompts the respondents to answer in a particular way is called a

Marks: 2

Question ID:
5227417

No	Options Details	Select Option
1	Double-barrelled question	
2	Focussed question	
3	Repetitive question	
4	Leading question	

Q.4 Dichotomous questions are type of questions which have

Marks: 2

Question ID:
5227418

No	Options Details	Select Option
1	only one answer	
2	only two answers	
3	no answer	
4	multiple answers	

Q.5 Which question below is an open-ended question?

Marks: 2

Question ID:

5227419

No	Options Details	Select Option
1	Are you satisfied with this product?	
2	Did it act as expected?	
3	What more were you expecting?	
4	Will you purchase it?	

Q.6 What is the first step to design a question?

Marks: 2

Question ID:

5227420

No	Options Details	Select Option
1	Define the target audience	
2	Decide the statistical tests to be used	
3	Define the purpose	
4	Select the type of questions to be used	

Q.7 Where you should place sensitive questions in a questionnaire?

Marks: 2

Question ID:

5227421

No	Options Details	Select Option
1	In the beginning	
2	In the middle	
3	In the last	
4	They should not be placed	

Q.8 What should not be used while designing a questionnaire?

Marks: 2

Question ID:

5227422

No	Options Details	Select Option
1	Introduction stating the purpose of the questionnaire	
2	Legible typeface	
3	Blank space between questions	
4	Breaks between question text	

Q.9 What can you use to distinguish instructions from the questions ?

Marks: 2

Question ID:

5227423

No	Options Details	Select Option
1	Black regular font	
2	Bold or italicised font	
3	Black underline font	
4	Red font	

Q.10 When should the important topics ideally be covered in a questionnaire?

Marks: 2

Question ID:

5227424

No	Options Details	Select Option
1	In the beginning	
2	In the middle	
3	In the last	
4	Somewhere between the middle and the last	

Q.11 Simple regression is which type of data analysis?

Marks: 2

Question ID:
5227425

No	Options Details	Select Option
1	Univariate analysis	
2	Bivariate analysis	
3	Multivariate analysis	
4	Inferential analysis	

Q.12 What is the median of the data : 30,31,20,22,24,26,16,18

Marks: 2

Question ID:
5227426

No	Options Details	Select Option
1	22	
2	24	
3	23	
4	26	

Q.13 Which formula is used for calculating the range of a data series?

Marks: 2

Question ID:

5227427

No	Options Details	Select Option
1	Highest value of series - Lowest value of series	
2	Lowest range - Highest range	
3	Lowest value of series - Highest value of series	
4	Highest range - Lowest range	

Q.14 Which one of the following tests is a part of non-directional hypothesis?

Marks: 2

Question ID:

5227428

No	Options Details	Select Option
1	Two-tailed test	
2	One-tailed test	
3	Chi-square test	
4	Z -test	

Q.15 What does μ stands for in hypothesis testing

Marks: 2

Question ID:
5227429

No	Options Details	Select Option
1	Sample mean	
2	Population mean	
3	Level of significance	
4	Coefficient of correlation	

Q.16 Which one of the following tests is the commonly used level of significance for minimising Type I and Type II errors?

Marks: 2

Question ID:
5227430

No	Options Details	Select Option
1	0.1	
2	0.12	
3	0.05	
4	0.07	

Q.17 Which of the following are the types of test of significance/

Marks: 2

Question ID:
5227431

No	Options Details	Select Option
1	t-test	
2	z-test	
3	F-test	
4	All of these	

Q.18 What do you call the hypotheses tests where the researcher makes assumptions about the parameters of the population from which a sample is derived?

Marks: 2

Question ID:
5227432

No	Options Details	Select Option
1	Non-parametric tests	
2	Parametric tests	
3	Chi-square test	
4	Distribution-free tests	

Q.19 Which of the following parametric tests is used to study the mean and proportion of samples having a sample size more than 30?

Marks: 2

Question ID:
5227433

No	Options Details	Select Option
1	t-test	
2	F-test	
3	Chi-square test	
4	z-test	

Q.20 Which test is used to compare the significant difference between the variances of two samples under study?

Marks: 2

Question ID:
5227434

No	Options Details	Select Option
1	z-test	
2	Chi-square test	
3	t-test	
4	F-test	

Q.21 Which of the following is known as paired-sign test?

Marks: 2

Question ID:
5227435

No	Options Details	Select Option
1	Sign test	
2	One sample sign test	
3	Two sample sign test	
4	All of these	

Q.22 Which of the following are the most common purposes of writing a report?

Marks: 2

Question ID:
5227436

No	Options Details	Select Option
1	Providing information	
2	Generating ideas	
3	Finding solution	
4	All of these	

Q.23 Which of the following types of audience needs only one or two page report?

Marks: 2

Question ID:
5227437

No	Options Details	Select Option
1	Mathematicians	
2	Business firms	
3	Students of Literature	
4	Chemists	

Q.24 MANOVA stands for

Marks: 2

Question ID:
5227438

No	Options Details	Select Option
1	Modern Analysis of variance	
2	Multipurpose Analysis of variance	
3	Multiple Analysis of variance	
4	Multivariate Analysis of variance	

Q.25 MDA stands for

Marks: 2

Question ID:
5227439

No	Options Details	Select Option
1	Most direct approach	
2	Multiple dominant analysis	
3	Multiple discriminant analysis	
4	Multivariate discriminant analysis	

Q.26 Level of significance is denoted by

Marks: 2

Question ID:
5227440

No	Options Details	Select Option
1	Beta	
2	Alpha	
3	Sigma	
4	Delta	

Q.27 Exploratory research would be ideally suited

Marks: 2

Question ID:
5227441

No	Options Details	Select Option
1	To study market competition	
2	To solve a problem	
3	To discover new facts	
4	To gain knowledge	

Q.28 Coefficient of variation of data relates to

Marks: 2

Question ID:
5227442

No	Options Details	Select Option
1	Consistency	
2	Dispersion	
3	Relationship of variables	
4	Deviation	

Q.29 Ogive is

Marks: 2

Question ID:
5227443

No	Options Details	Select Option
1	An ascending curve	
2	A descending curve	
3	A flat curve	
4	Can be both ascending and descending.	

Q.30 If mean of a data is 1250 and standard deviation is 60 then coefficient of variation is

Marks: 2

Question ID:
5227444

No	Options Details	Select Option
1	4.5	
2	4.8	
3	4	
4	3.9	

Q.31 Observation and Experimentation are some of the methods for collecting

Marks: 2

Question ID:

5227445

No	Options Details	Select Option
1	Secondary data	
2	Primary data	
3	Extraneous data	
4	Logical data	

Q.32 With sufficient increase in the size of a sample

Marks: 2

Question ID:

5227446

No	Options Details	Select Option
1	Type I error increases	
2	Type II error does not reduce	
3	Both Type I and Type II error decreases	
4	Both Type I and Type II error increases	

Q.33 Normal distribution curve is

Marks: 2

Question ID:
5227447

No	Options Details	Select Option
1	symmetrical bell-shaped	
2	asymmetrical	
3	Skewed	
4	Asymptotic	

Q.34 Complete enumeration of all the elements of a population is known as

Marks: 2

Question ID:
5227448

No	Options Details	Select Option
1	Sample survey	
2	Census	
3	Compilation	
4	Population enumeration	

Q.35 t-test is used when

Marks: 2

Question ID:

5227449

No	Options Details	Select Option
1	Sample size $n > 30$ and σ is not known	
2	Sample size n	
3	Sample size n	
4	Sample size $n > 30$ and σ is known	

Q.36 Chi Square test can be used if :

Marks: 2

Question ID:

5227450

No	Options Details	Select Option
1	Sample size is less than 50	
2	Sample size is equal to or more than 50	
3	Sample size is less than 100	
4	Sample size is more than 100	

Q.37 Regression analysis is used to

Marks: 2

Question ID:

5227451

No	Options Details	Select Option
1	Measure the degree of relationship between two variables	
2	Predict the value of one variable from the other	
3	Examine the extent of association between variables	
4	Do market study	

Q.38 If coefficient of correlation is +1 then the two variables

Marks: 2

Question ID:

5227452

No	Options Details	Select Option
1	May be correlated	
2	Are not correlated	
3	Perfectly negatively correlated	
4	Perfectly positively correlated	

Q.39 A measure is reliable if repeated measurements

Marks: 2

Question ID:
5227453

No	Options Details	Select Option
1	Maintain the same distance between them	
2	Are consistent	
3	Are equal	
4	Are unequal	

Q.40 An index number calculated from a group of variables is called

Marks: 2

Question ID:
5227454

No	Options Details	Select Option
1	Composite index number	
2	Complex index number	
3	Compound index number	
4	Correlated index number	

Q.41 Consumer Price Index is also known as

Marks: 2

Question ID:
5227455

No	Options Details	Select Option
1	Retail price index	
2	Rational price index	
3	Consumer sensitivity index	
4	Consumer response index	

Q.42 Area under the Normal curve for $Z \geq 1$ is:

Marks: 2

Question ID:
5227456

No	Options Details	Select Option
1	0.2714	
2	0.1587	
3	0.3143	
4	0.4313	

Q.43 SPSS stands for

Marks: 2

Question ID:
5227457

No	Options Details	Select Option
1	Software package for social sciences	
2	Special package for social sciences	
3	Statistical package for social sciences	
4	Stocastic package for social sciences	

Q.44 OLAP stands for

Marks: 2

Question ID:
5227458

No	Options Details	Select Option
1	Online asymptomatic processing	
2	Online Analytical processing.	
3	Offline assumption planning	
4	Offline Analytical planning	

Q.45 Non Probability sampling is

Marks: 2

Question ID:
5227459

No	Options Details	Select Option
1	Sequential sampling	
2	Stratified sampling	
3	Cluster sampling	
4	Area sampling	

Q.46 Variables which are not desirable in experimental research are those which are

Marks: 2

Question ID:
5227460

No	Options Details	Select Option
1	Independent	
2	Interdependent	
3	Extraneous	
4	Dependent	

Q.47 Graphical presentation is another way of

Marks: 2

Question ID:
5227461

No	Options Details	Select Option
1	Mathematical presentation	
2	Pictorial presentation	
3	Logical presentation	
4	Sequential presentation	

Q.48 Temperature scale is

Marks: 2

Question ID:
5227462

No	Options Details	Select Option
1	Ratio Scale	
2	Ordinal Scale	
3	Nominal Scale	
4	Interval scale	

Q.49 Measure of Dispersion

Marks: 2

Question ID:
5227463

No	Options Details	Select Option
1	Median	
2	Interquartile range	
3	Standard deviation	
4	Both b and c	

Q.50 MIS stands for

Marks: 2

Question ID:
5227464

No	Options Details	Select Option
1	Money information system	
2	Management Information system	
3	Marketing information status	
4	Mobile information system	