

University of Wales Trinity Saint David – UWTSD

LCLM 6004 - Research Methods for Business

Multiple Choice Questions – Test of Knowledge

Instruction: Select the most appropriate answer to each question.

1. Which of the following best defines business research?

- A. Gathering opinions from friends
 - B. A systematic and objective process of generating information to aid business decisions
 - C. Making random observations in the workplace
 - D. Collecting data for entertainment purposes
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2. The main purpose of business research is to:

- A. Prove a theory
 - B. Reduce uncertainty in decision-making
 - C. Increase data complexity
 - D. Replace managerial judgment
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3. Which of the following is a *primary data* source?

- A. Company annual reports
 - B. Government publications
 - C. Surveys conducted by the researcher
 - D. Academic journals
-

4. A *research hypothesis* is:

- A. A summary of findings
 - B. A prediction or proposition to be tested
 - C. A random assumption
 - D. A research limitation
-

5. In research, “*validity*” refers to:

- A. Consistency of results
 - B. The accuracy of measurement
 - C. The use of large samples
 - D. The reliability of instruments
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6. “Reliability” in research means:

- A. Ability to measure what is intended
 - B. Stability and consistency of measurement over time
 - C. Representativeness of the sample
 - D. Accuracy of statistical tests
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7. Which of the following is a *quantitative research* method?

- A. Focus group
 - B. Ethnography
 - C. Questionnaire survey
 - D. Participant observation
-

8. Qualitative research primarily seeks to:

- A. Quantify relationships between variables
 - B. Understand meanings, experiences, and interpretations
 - C. Test hypotheses statistically
 - D. Measure financial outcomes
-

9. A *cross-sectional study* collects data:

- A. Over a long period
 - B. At a single point in time
 - C. After an experiment
 - D. Through secondary sources only
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10. A *longitudinal study* is best described as:

- A. Research conducted quickly
 - B. Research conducted in multiple locations
 - C. Research that collects data over time
 - D. A study with small sample size
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11. Which sampling method gives every element an equal chance of selection?

- A. Quota sampling
 - B. Judgmental sampling
 - C. Convenience sampling
 - D. Simple random sampling
-

12. Stratified sampling is used to:

- A. Increase bias
 - B. Divide population into subgroups for representation
 - C. Simplify data entry
 - D. Eliminate all errors
-

13. Non-probability sampling means:

- A. Every unit has a known chance of being selected
 - B. Selection is based on researcher's judgment
 - C. The sample is always representative
 - D. Randomization is used
-

14. Which data collection method has the highest response rate?

- A. Online survey
 - B. Postal questionnaire
 - C. Face-to-face interview
 - D. Telephone survey
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15. In a questionnaire, *open-ended questions* are used to:

- A. Restrict responses
 - B. Generate qualitative insights
 - C. Simplify analysis
 - D. Encourage guessing
-

16. A *pilot study* is conducted to:

- A. Train the research team
 - B. Pre-test instruments and identify potential issues
 - C. Finalize results
 - D. Replace the main study
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17. The independent variable is:

- A. The outcome measured
- B. The variable that influences or causes change
- C. The variable held constant
- D. The error term

18. The dependent variable is:

- A. Controlled by the researcher
- B. The variable being tested and measured
- C. Always categorical
- D. Irrelevant to the hypothesis

19. In hypothesis testing, the *null hypothesis* (H_0) states that:

- A. There is no significant difference or relationship
- B. There is a significant difference
- C. The alternative hypothesis is true
- D. The sample is biased

20. A *literature review* helps to:

- A. Avoid using theories
- B. Identify gaps in existing knowledge
- C. Provide raw data
- D. Replace data analysis

21. The research *paradigm* refers to:

- A. The statistical test used
- B. The researcher's philosophical framework
- C. The research design
- D. The data source

22. Which of the following is a *positivist* approach?

- A. Case study
- B. Experiment
- C. Phenomenology
- D. Grounded theory

23. An *interpretivist* researcher focuses on:

- A. Objective measurement
- B. Understanding subjective meanings
- C. Hypothesis testing
- D. Controlled experiments

24. A case study is best suited for:

- A. Testing cause-effect relationships
 - B. In-depth analysis of a single organization or event
 - C. Randomized control
 - D. Quantitative generalization
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25. Triangulation in research refers to:

- A. Using one method only
 - B. Combining multiple methods or data sources to enhance validity
 - C. Using secondary data
 - D. Ignoring contradictory evidence
-

26. Ethical clearance is obtained to:

- A. Speed up publication
 - B. Ensure participant welfare and research integrity
 - C. Increase funding
 - D. Approve research bias
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27. Informed consent means:

- A. Participants are forced to join
 - B. Participants understand and voluntarily agree to participate
 - C. Researchers decide for participants
 - D. Consent is not required
-

28. Anonymity in research means:

- A. Participants' identities are not linked to data
 - B. Data are shared openly
 - C. Participants are named in reports
 - D. Only first names are used
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29. Which of the following is an example of secondary data?

- A. Data collected through interviews
 - B. Data obtained from company records
 - C. Data from an observation
 - D. Data from a field experiment
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30. Descriptive statistics are used to:

- A. Infer population parameters
 - B. Summarize and describe data
 - C. Test hypotheses
 - D. Determine causation
-

31. Inferential statistics are used to:

- A. Describe data
 - B. Make predictions or generalizations about a population
 - C. Record raw data
 - D. Replace primary data
-

32. The *mean* is:

- A. The most frequent value
 - B. The middle value
 - C. The arithmetic average
 - D. The least frequent value
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33. The *median* is:

- A. The sum of values
 - B. The most frequent value
 - C. The value at the midpoint of a distribution
 - D. The range of values
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34. A *correlation coefficient* (r) measures:

- A. Difference between means
 - B. Relationship strength between two variables
 - C. Direction of causation
 - D. Dispersion of data
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35. A *p-value* less than 0.05 typically indicates:

- A. The result is not significant
 - B. The null hypothesis is rejected
 - C. Sampling error is high
 - D. The test is invalid
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36. Which of the following is an example of *nominal data*?

- A. Age
 - B. Salary
 - C. Gender
 - D. Temperature
-

37. An *ordinal scale* measures:

- A. Categories with meaningful order but no equal intervals
 - B. Equal distances between values
 - C. Ratio with absolute zero
 - D. Random categories
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38. Interval data have:

- A. Ordered categories with equal intervals
 - B. An absolute zero
 - C. Non-numeric labels
 - D. Undefined spacing
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39. Ratio data differ from interval data because they:

- A. Have no order
 - B. Have an absolute zero
 - C. Are non-numeric
 - D. Are purely qualitative
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40. A *Likert scale* is typically used to measure:

- A. Frequency
 - B. Attitudes or perceptions
 - C. Ratios
 - D. Financial performance
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41. In SPSS or Excel, the *dependent variable* is usually placed:

- A. In the first column
 - B. As a label
 - C. In the column to be analyzed
 - D. In a separate worksheet
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42. A research proposal should include:

- A. Findings
 - B. Hypotheses, objectives, and methodology
 - C. Only literature review
 - D. References only
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43. The research onion model (Saunders et al.) illustrates:

- A. Sampling design
 - B. Layers of research decisions from philosophy to data collection
 - C. Data analysis methods
 - D. Ethical frameworks
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44. A null result means:

- A. The hypothesis was proven true
 - B. No statistically significant effect was found
 - C. The experiment failed
 - D. Data were missing
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45. Bias in research refers to:

- A. Random error
 - B. Systematic distortion in data collection or analysis
 - C. Ethical approval
 - D. Accurate sampling
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46. In qualitative research, coding refers to:

- A. Entering numbers into software
 - B. Grouping and categorizing textual data for analysis
 - C. Encrypting data for privacy
 - D. Designing surveys
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47. The theoretical framework of a study provides:

- A. Statistical results
 - B. Conceptual basis linking theory to research variables
 - C. Literature summary
 - D. Ethical approval
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48. Generalizability refers to:

- A. Applying findings from a sample to a larger population
 - B. The ability to replicate a study
 - C. The accuracy of data entry
 - D. The reliability of instruments
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49. A research limitation is:

- A. A deliberate error
 - B. A constraint beyond the researcher's control that affects results
 - C. A methodological strength
 - D. A hypothesis
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50. A recommendation section in a business research report should:

- A. Restate all data
 - B. Suggest practical actions based on findings
 - C. Include raw survey responses
 - D. Replace the conclusion
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Compiled by Dr Oluwaseun Adegbite as class activity for students.