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EASTERN UNIVERSITY, SRI LANKA

Faculty of Commerce and Management

Third Year/ Second Semester Examination in Bachelor of Business

Administration/Specialization in Marketing Management -2017/2018

(January 2020) (Proper/Repeat)

MKT 3073: Research Methodology in Marketing Management

Q5 **Multiple Choice Questions**

Note: Question No 5 should be answered in the question paper itself and handed over along with the answer book. Each question carries one mark.

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1. "One of the methods of logical reasoning process" is called
 - a) Induction
 - b) Deduction
 - c) Research
 - d) Experiment
 2. Example for fact finding study is
 - a) Survey
 - b) Pure Research
 - c) Action Research
 - d) Long term Research
 3. Research conducted to find solution for an immediate problem is
 - a) Action Research
 - b) Analytical Research
 - c) Survey
 - d) Fundamental Research
 4. Fundamental Research is otherwise called
 - a) Pure Research
 - b) Survey
 - c) Pilot study
 - d) Action Research
 5. Research related to abstract ideas or concepts is
 - a) Conceptual Research
 - b) Empirical research
 - c) Quantitative research
 - d) Qualitative research

6. A research which follows case study method is called
 - a) Clinical or diagnostic
 - b) Causal
 - c) Analytical
 - d) Qualitative
7. Research through experiment and observation is called
 - a) Empirical Research
 - b) Experimental Research
 - c) Laboratory Research
 - d) Clinical Research
8. Identifying causes of a problem and possible solution to a problem is
 - a) diagnosis tic study
 - b) Field Study
 - c) Action study
 - d) Pilot study
9. Research help in explaining the with which something operates.
 - a) Frequency
 - b) Momentum
 - c) Velocity
 - d) gravity
10. is the first step of Research process
 - a) Selection of a problem
 - b) Collection of Data
 - c) Editing and Coding
 - d) Formulation of a problem
11. The problem selected must have
 - a) Novelty
 - b) Facts
 - c) Values
 - d) Speed
12. The formulated problem should have
 - a) Originality
 - b) Values
 - c) Coherence
 - d) Facts
13. A is an abstraction formed by generalization from particulars
 - a) Concept
 - b) Variable
 - c) Hypothesis
 - d) Facts

14. Concept is of two types
 - a) Abstract and concrete
 - b) Concrete and Coherent
 - c) Abstract and Coherent
 - d) None of the above
15. Propositions which describe the characteristics are Hypothesis
 - a) Descriptive
 - b) Imaginative
 - c) Relational
 - d) Variable
16. A Hypothesis which develops while planning the research is
 - a) Working Hypothesis
 - b) Null Hypothesis
 - c) Relational Hypothesis
 - d) Descriptive Hypothesis
17. Hypothesis which explain relationship between two variables is
 - a) Relational
 - b) Causal
 - c) Descriptive
 - d) Tentative
18. A Hypothesis contributes to the development of
 - a) Theory
 - b) Generalization
 - c) Evolution
 - d) Concept
19. Questions which allow only a few alternative way of answering is called
 - a) Structural questions
 - b) Unstructured questions
 - c) Open ended questions
 - d) Dichotomous questions
20. A technique of Building up a list or a sample of a special population by using an initial set of members as informants is called
 - a) Snow ball Sampling
 - b) Convenience Sampling
 - c) Quota sampling
 - d) Purposive sampling