

GANPAT UNIVERSITY
PH.D. ENTRANCE TEST JULY – 2017
SECTION – A
RESEARCH METHODOLOGY
[Common for all Candidates]

Instruction:

- (a) The Section A of Question Paper is for Research Methodology, consists of 50 objective type questions each carrying one mark.
- (b) Correct answer is to be written as A, B, C or D in given separate answer sheet.
- (c) All Questions are compulsory.

1. According to the text, research has become _____.
 - A) global
 - B) real time
 - C) more integrative with marketing and product development
 - D) all of the above

2. Research, as defined by the author, is everything *except* _____.
 - A) systematic
 - B) politically biased
 - C) objective
 - D) useful for the purpose of improving decision-making

3. _____ is undertaken to help identify problems that are perhaps not apparent on the surface and yet exist or are likely to arise in the future.
 - A) Problem identification research
 - B) Segmentation research
 - C) Problem solving research
 - D) Marketing information systems

4. Which of the issues listed below would be addressed using problem-solving research?
 - A) the need to understand market potential
 - B) the need to understand current cultural trends
 - C) the need to understand changes in consumer behavior
 - D) the need to determine where to locate retail outlets

5. _____ is conceptualized as consisting of six steps which include problem definition, developing an approach to the problem, research design formulation, field work, data preparation and analysis, and report generation and presentation.
 - A) The marketing research process
 - B) Marketing information systems
 - C) Marketing research problem
 - D) A decision support system

6. A(n) _____ is a set of variables and their interrelationships designed to represent, in whole or in part, some real system or process.
- A) mathematical model
 - B) graphical model
 - C) verbal model
 - D) all of the above
7. Which statement about hypotheses is *not* true?
- A) A hypothesis is an unproven statement or proposition about a factor or phenomenon that is of interest to the researcher.
 - B) Hypotheses are declarative and can be tested empirically.
 - C) It is possible to formulate hypotheses in all situations.
 - D) An important role of a hypothesis is to suggest variables to be included in the research design.
8. _____ is a framework or blueprint for conducting the marketing research project. It specifies the details of the procedures necessary for obtaining the information needed to structure and/or solve marketing research problems.
- A) Research classification
 - B) Research design
 - C) Design formulation
 - D) None of the above
9. Research designs may be broadly classified as _____ or _____
- A) exploratory; causal
 - B) conclusive; causal
 - C) exploratory; conclusive
 - D) conclusive; descriptive
10. The primary objective of _____ is to provide insights into, and an understanding of, the problem confronting the researcher.
- A) exploratory research
 - B) conclusive research
 - C) causal research
 - D) descriptive research
11. _____ is research designed to assist the decision maker in determining, evaluating, and selecting the best course of action to take in a given situation.
- A) Exploratory research
 - B) Conclusive research
 - C) Complex research
 - D) Problem-identification research
12. Which of the objectives below would best represent exploratory research?
- A) Describe market characteristics or functions.
 - B) Determine cause and effect relationships.
 - C) Provide insights and understanding.
 - D) Test specific hypotheses and examine relationships.

13. If there were a need to isolate key variables and relationships for further examination, it would be best to perform _____.

- A) descriptive research
- B) causal research
- C) exploratory research
- D) conclusive research

14. Descriptive research is conducted for all of the following reasons *except* _____.

- A) to describe the characteristics of relevant groups, such as consumers, salespeople, organizations, or market areas
- B) to determine the degree to which marketing variables are associated
- C) to understand which variables are the cause and which variables are the effect of a phenomenon
- D) to determine the perceptions of product characteristics

15. _____ designs involve the collection of information from any given sample of population elements only once.

- A) Exploratory
- B) Causal
- C) Cross-sectional
- D) None of the above

16. The aggregate of all the elements, sharing some common set of characteristics, that comprises the universe for the purpose of the marketing problem is the _____.

- A) population
- B) sampling frame
- C) element
- D) census

17. A subgroup of the elements of the population selected for participation in the study is a _____.

- A) judgmental sample
- B) sample
- C) sampling unit
- D) sampling frame

18. Which of the following conditions does *not* favor the use of a census?

- A) There is high variance in the characteristic to be measured.
- B) The cost of nonsampling errors is low.
- C) The population is large.
- D) The cost of sampling errors is high.

19. _____ is a sampling technique in which an element cannot be included in the sample more than once.

- A) Bayesian approach
- B) Sampling with replacement
- C) Sampling without replacement
- D) Simple random sampling

20. _____ is a sampling procedure in which each element of the population has a fixed probabilistic chance of being selected for the sample.
- A) Nonprobability sampling
 - B) Probability sampling
 - C) Convenience sampling
 - D) Judgmental sampling
21. _____ attempts to obtain a sample of convenient elements. The selection of sampling units is left primarily to the interviewer.
- A) random sampling
 - B) Probability sampling
 - C) Convenience sampling
 - D) Judgmental sampling
22. _____ is a form of convenience sampling in which the population elements are selected based on the judgment of the researcher.
- A) Nonprobability sampling
 - B) Probability sampling
 - C) Convenience sampling
 - D) Judgmental sampling
23. _____ is a probability sampling technique in which each element in the population has a known and equal probability of selection. Every element is selected independently of every other element and the sample is drawn by a random procedure from a sampling frame.
- A) Stratified sampling
 - B) Simple random sampling
 - C) Systematic sampling
 - D) Cluster sampling
24. _____ is a probability sampling technique in which the sample is chosen by selecting a random starting point & then picking every i th element in succession from sampling frame.
- A) Stratified sampling
 - B) Simple random sampling
 - C) Systematic sampling
 - D) Cluster sampling
25. Which of the following is *not* a form of nonprobability sampling?
- A) convenience sampling
 - B) cluster sampling
 - C) quota sampling
 - D) snowball sampling
26. The mean always equals:
- A. the arithmetic average.
 - B. the median.
 - C. the mode.
 - D. the range.

27. The ___ is the value below which half of the values in the sample fall.

- A. mean
- B. median
- C. mode
- D. range

28. If the smallest score is 26 and the largest score is 83, the range is:

- A. 3.19.
- B. 57.
- C. 0.31.
- D. none of the above

29. Which of the following is NOT a measure of central tendency?

- A. Range
- B. Mode
- C. Median
- D. Mean

30. What is the mode of the following set of scores? 4, 6, 9, 3, 4, 7, 4

- A. 3
- B. 9
- C. 6
- D. 4

31. What is the median of the following set of scores? 3, 6, 9, 4, 7, 2, 8

- A. 4
- B. 7
- C. 9
- D. 6

32. Calculate the sample mean using the following data:

$\frac{X}{}$
4
5
2
6
4
3
4

The mean is:

- A. 7.0
- B. 3.0
- C. 4.0
- D. none of the above

33. The standard deviation:

- A. is the most valuable measure of dispersion.
- B. does not have the limitations of the average deviation.
- C. does not have the drawbacks of the variance because its unit of measure is not squared, but is in the same unit of measure as the mean.
- D. all of the above.

34. Which of the following is the symbol for the sample standard deviation?
- S
 - μ_2
 - σ
 - σ_2
35. Which of the following is the symbol for the population standard deviation?
- S
 - σ
 - μ
 - S^2
36. Which of the following statements is TRUE?
- Researchers should never tell respondents the true sponsor of the research, because this will only bias their responses.
 - Researchers have the responsibility to preserve the privacy of respondents.
 - Researchers have the responsibility to reveal respondents' identity to the research sponsor, if in their opinion those respondents would be good potential customers.
 - Unobtrusive observation of public behavior in public places is illegal and a serious violation of privacy.
37. The subject's right to privacy may be waived by:
- informed consent.
 - guaranteed anonymity.
 - confidentiality procedures.
 - all of the above
38. The term ___ ___ refers to codes of behavior adopted by a group, suggesting what a member of the group ought to do under given circumstances.
- societal norms
 - guaranteed anonymity.
 - confidentiality procedures.
 - all of the above
39. The main obligation of a respondent in a research study is ___ ___.
- honest cooperation
 - dishonest cooperation
 - hide some information
 - all of the above
40. Research conducted to support a specific claim in a legal action is known as _____ research.
- advocacy
 - lawful
 - legal
 - none of the above
41. which of the following is database of online journals?
- scopus
 - medical
 - engineering
 - science

42. what is http stands for
- A. high text term plan
 - B. hyper text transfer protocol
 - C. how to text plan
 - D. none of the above
43. What is IP stands for in information technology field?
- A. inner plan
 - B. inact protocol
 - C. internet protocol
 - D. none of the above
44. To prepare a presentation to a classroom, which of the following is used?
- A. word
 - B. power point
 - C. excel
 - D. none of the above
45. To draft a paper to be published in reputed journal, which of the following is used?
- A. word
 - B. power point
 - C. excel
 - D. none of the above
46. To develop quantitative calculations, which of the following is used?
- A. word
 - B. power point
 - C. excel
 - D. none of the above
47. Which of the following is world famous search engine?
- A. google
 - B. gmail
 - C. email
 - D. rediffmail
48. Reservoir of Indian thesis is available on
- A. shodh ganga
 - B. yahoomail
 - C. google
 - D. internet
49. Plagiarism is -----
- A. practice of showing someone's work/idea/paper as one's own without proper acknowledgment
 - B. plugin plugout
 - C. plug in various information from available sources
 - D. none of the above
50. _____ brought the entire world together and made the entire world a virtual village
- A. internet
 - B. email
 - C. laptop
 - D. none of the above

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Q. 1	D	Q. 26	A
Q. 2	B	Q. 27	B
Q. 3	A	Q. 28	B
Q. 4	D	Q. 29	A
Q. 5	A	Q. 30	D
Q. 6	D	Q. 31	D
Q. 7	C	Q. 32	C
Q. 8	B	Q. 33	D
Q. 9	C	Q. 34	A
Q. 10	A	Q. 35	B
Q. 11	B	Q. 36	B
Q. 12	C	Q. 37	A
Q. 13	C	Q. 38	A
Q. 14	C	Q. 39	A
Q. 15	C	Q. 40	A
Q. 16	A	Q. 41	A
Q. 17	B	Q. 42	B
Q. 18	C	Q. 43	C
Q. 19	C	Q. 44	B
Q. 20	B	Q. 45	A
Q. 21	C	Q. 46	C
Q. 22	D	Q. 47	A
Q. 23	B	Q. 48	A
Q. 24	C	Q. 49	A
Q. 25	B	Q. 50	A