

**DEPARTMENT OF MANAGEMENT
ETHIOPIAN HIGHER EDUCATION MODEL EXIT EXAM
(BA DEGREE IN MANAGEMENT)**

Course Title: Business Research Methods
Maximum Mark: 100%

Time Allowed: 1:00 hrs

Dear Prospective Graduates,
We have designed the following questions to assist you in preparing for your Ethiopian Higher Education Exit Exam. Please note that answering these questions does not guarantee a passing score on your exam. We strongly advise you to put in the necessary effort and dedication to achieve success.
Best of luck in your studies!

Instruction: For each of the following questions, choose the single best answer and encircle the letter of your choice on the separate answer sheet provided.

1. What is the primary purpose of business research?
 - A. To generate new business ideas
 - B. To analyze competitors' strategies
 - C. To gather market intelligence
 - D. To improve business decision-making
2. Which of the following is an example of quantitative research?
 - A. Conducting interviews with industry experts
 - B. Observing customer behavior in a store
 - C. Analyzing financial statements of a company
 - D. Collecting qualitative feedback from focus groups
3. Which type of research focuses on understanding the cause-and-effect relationship between variables?
 - A. Descriptive research
 - B. Exploratory research
 - C. Explanatory research
 - D. Evaluative research
4. What is the purpose of exploratory research?
 - A. To test hypotheses and validate theories
 - B. To gather in-depth insights into a specific phenomenon
 - C. To measure and quantify variables for statistical analysis
 - D. To establish a causal relationship between variables
5. Which type of research aims to uncover patterns, trends, and relationships in data?
 - A. Exploratory research
 - B. Descriptive research
 - C. Causal research
 - D. Predictive research
6. Which of the following is an example of primary research?
 - A. Analyzing industry reports and publications
 - B. Conducting surveys with customers
 - C. Reviewing existing academic studies
 - D. Collecting data from secondary sources

7. What is the purpose of applied research?
- A. To advance theoretical knowledge in a field
 - B. To solve specific practical problems or address real-world issues
 - C. To explore new areas of research and generate ideas
 - D. To conduct experiments and tests in a controlled environment
8. Which type of research involves gathering information from existing sources and databases?
- A. Primary research
 - B. Secondary research
 - C. Exploratory research
 - D. Quantitative research
9. Which of the following is an example of qualitative research?
- A. Conducting surveys with closed-ended questions
 - B. Analyzing statistical data and trends
 - C. Conducting interviews and focus groups
 - D. Administering experiments and tests
10. What is the purpose of evaluative research?
- A. To assess the effectiveness or impact of a specific intervention or program
 - B. To explore new research areas and generate knowledge
 - C. To gather insights and understand the attitudes and behaviors of individuals
 - D. To measure and quantify variables for statistical analysis
11. In hypothesis testing, the null hypothesis (H_0) represents:
- A. The alternative hypothesis
 - B. The hypothesis that is assumed to be true
 - C. The hypothesis that is rejected if there is sufficient evidence
 - D. The hypothesis that supports the research hypothesis
12. What is the initial step in the research process?
- A. Defining the research problem
 - B. Formulating a hypothesis
 - C. Developing a research proposal
 - D. Designing a sampling technique
13. What does defining a research problem involve?
- A. Identifying potential sources of funding
 - B. Outlining the research methodology
 - C. Determining the research objectives
 - D. Conducting a literature review
14. Which of the following is a characteristic of a well-defined research problem?
- A. Being overly broad and general
 - B. Lack of relevance to the research field
 - C. Clear and specific focus
 - D. Including multiple research questions
15. A research hypothesis is
- A. A proposed explanation for a research problem
 - B. A research question to guide the study
 - C. A statistical technique for data analysis
 - D. A literature review of previous studies

16. How does a hypothesis differ from a research question?
 - A. A hypothesis is broader in scope than a research question.
 - B. A hypothesis is measurable, while a research question is not.
 - C. A hypothesis suggests a relationship between variables, while a research question seeks information.
 - D. A hypothesis is used in qualitative research, while a research question is used in quantitative research.
17. Which section of a research proposal provides an overview of the study objectives, research questions, and significance of the research problem?
 - A. Methodology
 - B. Literature review
 - C. Introduction
 - D. Results and analysis
18. What is the purpose of a research proposal?
 - A. To communicate the research findings to stakeholders
 - B. To outline the steps and procedures for conducting the research
 - C. To present the research problem and hypothesis to funding agencies
 - D. To summarize the literature review of previous studies
19. Which of the following is NOT a primary data collection method used in business research?
 - A. Surveys
 - B. Interviews
 - C. Literature review
 - D. Observations
20. What is sampling design in research?
 - A. The process of selecting research participants
 - B. The statistical analysis technique used in data collection
 - C. The method for randomizing data in a research study
 - D. The visual representation of research findings
21. Which of the following is a probability sampling technique?
 - A. Convenience sampling
 - B. Quota sampling
 - C. Snowball sampling
 - D. Simple random sampling
22. What is the advantage of using a random sampling technique in research?
 - A. It ensures that all members of the population have an equal chance of being selected.
 - B. It allows researchers to select participants based on specific criteria.
 - C. It provides a representative sample that accurately reflects the population.
 - D. It saves time and resources in the data collection process.
23. What is quota sampling?
 - A. The process of randomly selecting participants from different strata of the population
 - B. The method of selecting participants based on specific characteristics or traits
 - C. The technique of recruiting participants through referrals from existing participants
 - D. The process of selecting participants based on their convenience and availability
24. What is non-probability sampling?
 - A. A sampling technique that guarantees a representative sample of the population
 - B. A method of selecting participants based on their availability and willingness to participate
 - C. The process of randomly selecting participants from a population
 - D. A statistical technique used for data analysis in qualitative research

25. Which of the following is an example of convenience sampling?
- A. Selecting participants based on their specific characteristics or traits
 - B. Randomly selecting participants from different strata of the population
 - C. Recruiting participants through referrals from existing participants
 - D. Surveying individuals in a shopping mall or on the street
26. What is the sample size in research?
- A. The number of participants in a research study
 - B. The statistical technique used to analyze the data
 - C. The duration of the research study
 - D. The geographic location of the research participants
27. What is the purpose of a pilot study in research?
- A. To test the research hypothesis
 - B. To gather preliminary data and identify any potential issues
 - C. To select the final sample size for the study
 - D. To validate the research instruments
28. Which of the following is a key consideration when developing a sampling design?
- A. The research objectives and research questions
 - B. The statistical tests used for data analysis
 - C. The availability of research participants
 - D. The length of the research study
29. What is sampling bias in research?
- A. The use of biased research instruments
 - B. The influence of the researcher's personal biases on the results
 - C. The systematic error introduced by an unrepresentative sample
 - D. The selection of a sample size that is too small
30. Which sampling technique is commonly used in qualitative research to select participants who have experienced a specific phenomenon?
- A. Random sampling
 - B. Purposive sampling
 - C. Stratified sampling
 - D. Cluster sampling
31. What is cluster sampling?
- A. The process of dividing the population into homogeneous groups and randomly selecting participants from each group
 - B. The method of selecting participants based on their availability and willingness to participate
 - C. The technique of recruiting participants through referrals from existing participants
 - D. The process of randomly selecting participants from a population
32. What is snowball sampling?
- A. A sampling technique where the researcher selects participants based on specific characteristics
 - B. The process of dividing the population into clusters and randomly selecting clusters to include in the sample
 - C. The method of recruiting participants through referrals from existing participants
 - D. The process of randomly selecting participants from a population

33. Which of the following is an example of qualitative data?
- A. Survey responses with Likert scale ratings
 - B. Sales figures for different products
 - C. Observations of participant behaviors
 - D. Temperature measurements
34. What is the purpose of an interview as a data gathering method?
- A. To collect numerical data
 - B. To observe participant behaviors
 - C. To explore in-depth perspectives and experiences
 - D. To analyze secondary data sources
35. Which of the following is an example of a secondary data source?
- A. Experimental data collected by the researcher
 - B. Interview transcripts from participants
 - C. Government reports and databases
 - D. Survey responses from a specific population
36. What is the main difference between quantitative and qualitative data?
- A. Quantitative data is more subjective than qualitative data.
 - B. Qualitative data provides numerical measurements.
 - C. Quantitative data focuses on subjective experiences.
 - D. Qualitative data provides rich, descriptive information.
37. Which instrument of data gathering is often used in surveys to collect data from a large sample?
- A. Interview guide
 - B. Case study
 - C. Observation checklist
 - D. Questionnaire
38. Which data gathering method is best suited for exploring participants' thoughts, feelings, and opinions?
- A. Observation
 - B. Experimentation
 - C. Survey
 - D. Interview
39. Which type of data gathering method involves systematic and planned data collection in a controlled environment?
- A. Case study
 - B. Experiment
 - C. Focus group
 - D. Secondary data analysis
40. Which instrument of data gathering is commonly used in observational studies?
- A. Questionnaire
 - B. Interview guide
 - C. Checklist
 - D. Experiment protocol
41. Which data gathering method allows the researcher to manipulate variables and establish cause-and-effect relationships?
- A. Survey
 - B. Case study
 - C. Experiment
 - D. Secondary data analysis
42. Which type of data is collected through direct observation of behaviors, events, or phenomena?
- A. Primary data
 - B. Secondary data
 - C. Qualitative data
 - D. Quantitative data

43. What is the primary purpose of data analysis in a research project?
- A. To summarize and organize the data
 - B. To gather additional data for the study
 - C. To interpret the findings and draw conclusions
 - D. To identify potential biases in the data
44. Which of the following is a common method for analyzing qualitative data?
- A. T-tests
 - B. Chi-square tests
 - C. Content analysis
 - D. Regression analysis
45. What does data interpretation involve in the research process?
- A. Identifying patterns and trends in the data
 - B. Collecting new data to validate findings
 - C. Reporting descriptive statistics
 - D. Conducting a literature review
46. What is an important aspect of research report writing?
- A. Including personal opinions and biases
 - B. Presenting raw data without analysis
 - C. Providing clear and concise explanations of the findings
 - D. Omitting details about the research methodology
47. What is the purpose of a research report?
- A. To showcase the researcher's expertise
 - B. To promote a specific product or service
 - C. To communicate the research findings to others
 - D. To critique previous research studies
48. What should be included in the introduction section of a research report?
- A. Detailed analysis of the findings
 - B. Background information on the research topic
 - C. Personal anecdotes related to the research
 - D. Recommendations for future studies
49. Which of the following is a characteristic of a well-prepared research project?
- A. Vague research objectives and hypotheses
 - B. Lack of a literature review
 - C. Inadequate sample size and data collection methods
 - D. Clear research questions and a well-defined methodology
50. What is an essential step in preparing a standard research project?
- A. Skipping the data analysis phase
 - B. Collecting data without a plan
 - C. Defining the research objectives and scope
 - D. Ignoring ethical considerations