

**Solved By**  
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**FINAL TERM EXAMINATION**  
**Fall 2009**  
**STA630- Research Methods**

Question No: 1 ( Marks: 1 ) - Please choose one

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The part of the action research spiral that differentiates this research methodology from other kinds of research is;

- ▶ Looking at multiple sources of data.
- ▶ **Taking action based on results.**
- ▶ Thinking about or analyzing data in more than one way.
- ▶ The kinds of data that are collected.

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381555.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381555.cw/index.html)

Question No: 2 ( Marks: 1 ) - Please choose one

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Individuals who engage in action research are most concerned with:

- ▶ Supporting the way things are being done.
- ▶ Publishing results
- ▶ Proving a hypothesis
- ▶ **Improvement**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381508.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html)

Question No: 3 ( Marks: 1 ) - Please choose one

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Research may differ along a series of dimensions. Which of the following may be applied to this statement?

- ▶ The level of manipulation used to elicit data collection.
- ▶ The data-collection technique.
- ▶ The type of data collected.
- ▶ **Type, technique and manipulation of data collection.**

Question No: 4 ( Marks: 1 ) - Please choose one

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Which of the following statements best defines hypothesis?

- ▶ A quantitative study.
- ▶ **A tentative prediction of the results of the research.**
- ▶ A qualitative research design.
- ▶ The operational definition of the study.

Question No: 5 ( Marks: 1 ) - Please choose one

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What is the first step in the research process?

- ▶ Problem definition
- ▶ **Define broad problem area**
- ▶ Theoretical framework
- ▶ Preliminary data collection

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**The research process consists of a number of steps. The first step in any research is selecting the topic, which could start from the broad area of interest**

Question No: 6 ( Marks: 1 ) - Please choose one

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When there is a need of generating new ideas for hypotheses or to interpret the results of some research, which one is the best research design?

- ▶ Experiment
- ▶ Surveys
- ▶ **Focus group discussion**
- ▶ Communication analysis

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Question No: 7 ( Marks: 1 ) - Please choose one

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Which of the following is an example of deception in business research?

- ▶ The obtaining of company material without permission.
- ▶ The researcher wearing a disguise during an observation.
- ▶ **The researcher representing their research as being about a different topic**

The researcher failing to ask permission to interview someone.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch05/>

Question No: 8 ( Marks: 1 ) - Please choose one

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Which of the following is least likely to occur as an ethical problem with electronic research?

- ▶ Privacy could be invaded.
- ▶ **People are not likely to be able to stop once they have begun participating.**
- ▶ Debriefing could be avoided.
- ▶ Informed consent cannot be completely monitored.

## Chapter 1

Question No: 9 ( Marks: 1 ) - Please choose one

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All of the following are unethical issues, EXCEPT;

- ▶ Invoicing irregularities
- ▶ Avoiding legal liability
- ▶ Misrepresenting results
- ▶ **Seeking permission for entry**

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Unethical activities

- **Violating nondisclosure agreements.**
- **Breaking respondent confidentiality.**
- **Misrepresenting results.**
- **Deceiving people.**

- Invoicing irregularities.
- Avoiding legal liability.

Question No: 10 ( Marks: 1 ) - Please choose one

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Which of the following is the difference between measures and indicators?

▶ Measures are unambiguous quantities, whereas indicators are devised from common sense understandings.

▶ Indicators have a more direct relationship to the underlying concept than measures.

▶ Measures are intuitively devised and then applied as if they were direct indicators of a concept.

▶ Indicators are unambiguous quantities, whereas measures are subjective and value-laden.

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch06/>

Question No: 11 ( Marks: 1 ) - Please choose one

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The extent to which a test provides scores that are meaningful, appropriate, or useful is referred to as;

▶ Reliability

▶ Accuracy

▶ Internal validity

▶ Validity

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_8/38/9866/2525945.cw/content/index.html](http://wps.prenhall.com/chet_airasian_edresearch_8/38/9866/2525945.cw/content/index.html)

Question No: 12 ( Marks: 1 ) - Please choose one

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Which of the following functions is performed by the Ordinal scale?

▶ Categorize

▶ Distance

▶ Order

▶ Unique origin

Question No: 13 ( Marks: 1 ) - Please choose one

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What is the difference between interval/ratio and ordinal variables?

▶ Ordinal data can be rank ordered, but interval/ratio data cannot.

▶ The distance between categories is equal across the range of interval/ratio data.

▶ Interval/ratio variables contain only two categories.

▶ Ordinal variables have a fixed zero point, whereas interval/ratio variables do not.

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch14/>

Question No: 14 ( Marks: 1 ) - Please choose one

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Which of the following statement refers to cross-sectional design?

▶ A comparison of two or more variables over a long period of time

▶ The collection of data from more than one case at one moment in time

▶ One that is devised when the researcher is in a bad mood

- ▶ A study of one particular section of society, e.g. the middle classes

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch02/>

Question No: 15 ( Marks: 1 ) - Please choose one

Which of the following is TRUE for research plan?

- ▶ It should be detailed.
- ▶ It should be given to others for review and comments.
- ▶ It sets out the rationale for a research study.

▶ **All of the given options**

<http://www.scribd.com/doc/22683412/Lecture-Notes-Research-Chaper-1-9>

Question No: 16 ( Marks: 1 ) - Please choose one

Which of the following typically does NOT apply to observers in survey research studies?

- ▶ They observe predetermined activities.
- ▶ **They are participant observers.**
- ▶ They obtain information by watching rather than asking.
- ▶ They must be careful not to influence the activities they observe.

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381582.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html)

Question No: 17 ( Marks: 1 ) - Please choose one

Which of the following is not an advantage of the self-completion questionnaire over the structured interview?

- ▶ It is cheaper to administer.
- ▶ It is quicker to administer.
- ▶ **It is easier to prompt the interviewee.**
- ▶ It is easier to remove interviewer effects. .

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch09/>

Question No: 18 ( Marks: 1 ) - Please choose one

Mr. X has coded his observations to hide the identity of each of the three participants in his study. He is ensuring;

- ▶ protection from harm
- ▶ **confidentiality**
- ▶ informed consent
- ▶ anonymity

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1489/381347.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381347.cw/index.html)

Question No: 19 ( Marks: 1 ) - Please choose one

The cover letter to a questionnaire study should contain all of the following, EXCEPT;

- ▶ **A list of participants**
- ▶ A self-addressed, stamped envelope
- ▶ Purpose of the study
- ▶ Reasons to respond

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381582.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html)

Question No: 20 ( Marks: 1 ) - Please choose one

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Teachers are advised to predict the results of student attitudinal questionnaires, because;

- ▶ It will help them decide if students answered truthfully.
- ▶ **It gives them a point of comparison against which to judge actual responses.**
- ▶ It will allow them to apply statistical procedures in analyzing results.
- ▶ It helps them familiarize themselves with the questionnaires.

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381508.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html)

Question No: 21 ( Marks: 1 ) - Please choose one

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In conducting an action research study of "student's organizational skills during class in a particular school", which of the following would NOT likely to provide useful data?

- ▶ Interviews with teachers
- ▶ Classroom observations
- ▶ **Parent surveys**
- ▶ Teacher's journal entries

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381508.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html)

Question No: 22 ( Marks: 1 ) - Please choose one

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Why it is helpful to keep a research diary or log book while you are conducting your project?

- ▶ To give you something to do in the early stages of your research when nothing is happening.
- ▶ Because funding councils generally demand to see written evidence that you were working every day during the period of the research.

▶ **To keep a record of what you did and what happened throughout the research process.**

- ▶ It can be added to your dissertation to ensure that you reach the required word limit.

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch03/>

Question No: 23 ( Marks: 1 ) - Please choose one

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Which of the following is likely to happen if clear instructions are not given as to how the respondent should answer the question?

- ▶ Respondents may delete inappropriate answers rather than select appropriate ones.
- ▶ Respondents may choose only one answer when they need to choose as many as apply.
- ▶ Respondents may complete questions that are not relevant to them.

▶ **All of the given options**

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch09/>

Question No: 24 ( Marks: 1 ) - Please choose one

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Which of the following is NOT a suitable topic for research using a diary?

- ▶ The amount of time managers spend on particular activities.
- ▶ The frequency with which managers undertake particular tasks.

► The locations in which a trade union representative has discussions with individual members.

► **The volume of female managers in the retail industry.**

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch09/>

Question No: 25 ( Marks: 1 ) - Please choose one

Which of the following represents excellent advice for conducting an interview?

- Listen more and talk less
- Don't interrupt
- Don't be judgmental about the interviewee's beliefs or views
- **All of the given options**

Question No: 26 ( Marks: 1 ) - Please choose one

Which of the following is an example of a dilemma that might face feminist business researchers conducting qualitative interviews with women?

- What role to adopt while interviewing male managers?
- How many female employees should be interviewed for a representative sample?
- **How to overcome the issue of false consciousness?**
- What data to use while publishing findings?

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch18/>

Question No: 27 ( Marks: 1 ) - Please choose one

Which of the following sampling strategies was used when the three students with the highest GPAs were selected?

- **Extreme case**
- Snowball
- Maximum variation
- Normal case

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1489/381384.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381384.cw/index.html)

Question No: 28 ( Marks: 1 ) - Please choose one

Which type of sampling strategy is exemplified by selecting two types of individuals: those who are extremely happy and those who are extremely sad?

- Snowball
- **Intensity**
- Homogeneous
- Purposive

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_8/38/9866/2525932.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_8/38/9866/2525932.cw/index.html)

Question No: 29 ( Marks: 1 ) - Please choose one

The logic of purposive sampling is:

- To use participants because the researcher has access to them.

- ▶ That a random sample can generalize to a population

▶ **That a few information-rich participants studied in depth yield many insights about a topic.**

- ▶ To include all participants, even though they are not all relevant to the problem.

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1488/381150.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1488/381150.cw/index.html)

Question No: 30 ( Marks: 1 ) - Please choose one

Using a sample of 30 participants, a researcher finds a correlation of 0.30 between two variables. The relationship is not statistically significant. If the researcher were to triple her sample size, which of the following is most likely?

▶ **The correlation would be statistically significant.**

- ▶ The correlation would be larger.
- ▶ The correlation would be smaller.
- ▶ Nothing is likely to change.

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381655.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381655.cw/index.html)

Question No: 31 ( Marks: 1 ) - Please choose one

Which of the following steps begins the analysis of qualitative data?

- ▶ Reading and memoing
- ▶ Describing the content and participants
- ▶ Classifying and interpreting

▶ **Data management**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1489/381427.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381427.cw/index.html)

Question No: 32 ( Marks: 1 ) - Please choose one

Which of the following represents the most general conceptualization in qualitative data analysis?

- ▶ Word
- ▶ Topic
- ▶ Category

▶ **Pattern**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381483.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381483.cw/index.html)

Question No: 33 ( Marks: 1 ) - Please choose one

Which of the following BEST differentiates data analysis from interpretation?

▶ **Interpretation requires more conceptual and integrative thinking than data analysis.**

- ▶ Interpretation involves computerized analysis of data.
- ▶ Data analysis is explanatory and interpretation is conceptual.
- ▶ Data analysis involves conceptualization but interpretation does not.

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_8/38/9871/2527149.cw/content/index.html](http://wps.prenhall.com/chet_airasian_edresearch_8/38/9871/2527149.cw/content/index.html)

Question No: 34 ( Marks: 1 ) - Please choose one

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The statistic used to determine the relationship between two variables is:

- ▶ Analysis of covariance
- ▶ Chi square
- ▶ Standard deviation

▶ **Pearson "r"**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1491/381743.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html)

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Question No: 35 ( Marks: 1 ) - Please choose one

Which of the following is NOT a control procedure used in causal-comparative research?

- ▶ Matching.
- ▶ Subgroups.
- ▶ **Chi square.**
- ▶ Analysis of covariance.

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1491/381743.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html)

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Question No: 36 ( Marks: 1 ) - Please choose one

Which of the following best describes qualitative data coding?

- ▶ Adding all of the scores together and describing them statistically.
- ▶ Identify data segments that contain general episodes.
- ▶ Numerically representing the concepts identified by the participants.
- ▶ **Dividing data in parts that represent single thoughts.**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381473.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381473.cw/index.html)

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Question No: 37 ( Marks: 1 ) - Please choose one

The bivariate tables derived from trivariate table are called;

- ▶ Sub table
- ▶ Bivariates
- ▶ **Partials**
- ▶ Correlational tables

**(HANDOUT PAGE 110)**

<http://free-books-online.org/mathematics/business-mathematics-statistics/research-methods-business-mathematics-statistics/the-parts-of-the-table/>

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Question No: 38 ( Marks: 1 ) - Please choose one

Quasi-experimental research is used because:

- ▶ Random selection is not possible
- ▶ Neither random selection nor random assignment is possible
- ▶ **Random assignment is not possible**
- ▶ There are no comparison groups available

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1491/381820.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381820.cw/index.html)

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Question No: 39 ( Marks: 1 ) - Please choose one

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A researcher believes that the effects of a treatment will be different for males and females. Which one is the best method to test this possible interaction?

- ▶ Single-subject design
- ▶ **Factorial design**
- ▶ Time-series design
- ▶ Quasi-experimental design

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1491/381820.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381820.cw/index.html)

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Question No: 40 ( Marks: 1 ) - Please choose one

The influence of the researcher's background, personal experiences, preferences, or attitude on an interview or observation is technically defined as:

- ▶ Participant bias
- ▶ **Observer bias**
- ▶ Observer effect
- ▶ Nonparticipant effect

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1489/381347.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381347.cw/index.html)

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Question No: 41 ( Marks: 1 ) - Please choose one

On which component of his field notes did Mr. Majid focused when he expressed in his notes his thoughts and ideas about what he observed?

- ▶ Description
- ▶ **Reflection**
- ▶ Protocol
- ▶ Formal data

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1489/381345.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381345.cw/index.html)

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Question No: 42 ( Marks: 1 ) - Please choose one

Which of the following is linked with an abstract model of underlying relations or causal mechanism?

- ▶ **Historical comparative research**
- ▶ Social research
- ▶ Action research
- ▶ Experimental research

**(HANDOUT PAGE 147)**

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Question No: 43 ( Marks: 1 ) - Please choose one

In which section is the researcher allowed greater flexibility to express opinions, discuss implications for educational practice, and suggest additional research?

- ▶ Review of the literature
- ▶ Significance of the study
- ▶ Results
- ▶ **Discussion**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1492/382157.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1492/382157.cw/index.html)

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Question No: 44 ( Marks: 1 ) - Please choose one

Which of the following can be referred as Haphazard Sampling?

- ▶ **Convenience Sampling**
- ▶ Purposive Sampling
- ▶ Snowball Sampling
- ▶ Quota Sampling

[http://www.starmass.com/en/research\\_sampling\\_method.htm](http://www.starmass.com/en/research_sampling_method.htm)

**Haphazard sampling is sometimes referred to as convenience or accidental sampling.**

Question No: 45 ( Marks: 1 ) - Please choose one

An important issue in index construction is to-----items.

- ▶ Reconstruct
- ▶ Codify
- ▶ Measure
- ▶ **Weight**

<http://www.google.com/#sclient=psy&hl=en&site=&source=hp&q=+An+important+issue+in+index+construction+is+to+-----items.&aq=f&aqi=&aql=&oq=&pbx=1&fp=a4d2fea6da4ca5a4>

**Four important issues when developing an index:**

1. **Defining the concept to be measured**
1. **Selecting the items to be included in the index**
1. **Combining the items to form an index**
1. **Weighting the separate items**

Question No: 46 ( Marks: 1 ) - Please choose one

Which of the following elements of Observation is/are included in Non Reactive research?

- ▶ External Appearance
- ▶ Count Behaviors
- ▶ Time Duration
- ▶ **All of the given options**

<http://free-books-online.org/mathematics/business-mathematics-statistics/research-methods-business-mathematics-statistics/non-reactive-research-2/>

Question No: 47 ( Marks: 1 ) - Please choose one

Secondary /existing data may include which of the following?

- ▶ Official documents
- ▶ Personal documents
- ▶ Archived research data
- ▶ **All of the given options**

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc6.htm>

Question No: 48 ( Marks: 1 ) - Please choose one

Which of the following major problem exist with non respondents in survey research?

- ▶ They tend to be alike in many ways.
- ▶ Data cannot be analyzed for only part of a sample.
- ▶ They cannot be found to determine if they are similar to respondents.
- ▶ **They may have different opinions than respondents.**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381580.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381580.cw/index.html)

**(ch#10 question 5)**

Question No: 49 ( Marks: 1 ) - Please choose one

Which of the following advantage differentiates personal interview from mail, internet and telephonic survey?

- ▶ Cheaper
- ▶ Expensive
- ▶ Easier
- ▶ **Inexpensive**

**(PAGE 69)**

**As the cost of personal interviews continues to increase, telephone interviews are becoming relatively inexpensive.**

Question No: 50 ( Marks: 1 ) - Please choose one

Which one of the following methods offers the lowest degree of geographic flexibility?

- ▶ Mail survey
- ▶ Telephone interview
- ▶ **Door-to-door personal interview**
- ▶ Internet survey

## **Chapter 7**

Question No: 51 ( Marks: 1 ) - Please choose one

Which of the following survey research methods is the most expensive?

- ▶ Telephone interview
- ▶ Mail survey
- ▶ **Door-to-door personal interview**
- ▶ Mall intercept personal interview

## **Chapter 7**

Question No: 52 ( Marks: 1 ) - Please choose one

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When a respondent tells the interviewer that he reads "Best Selling English News Paper" on a daily basis so that he can impress the interviewer, this is an example of:

- ▶ Administrative bias
- ▶ **Interviewer bias**
- ▶ Submission bias
- ▶ Response bias

Question No: 53 ( Marks: 1 ) - Please choose one

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All of the following are stages in the selection of a sample EXCEPT:

- ▶ Determine sample size
- ▶ **Analyze data**
- ▶ Conduct fieldwork
- ▶ Select a sampling frame

Question No: 54 ( Marks: 1 ) - Please choose one

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A stratified sample in which the number of sampling units drawn from each stratum is in proportion to the population size of that stratum is called a:

- ▶ Balanced stratified sample
- ▶ **Proportional stratified sample**
- ▶ Cluster sampling
- ▶ Convenience sample

**If the number of sampling units drawn from each stratum is in proportion to the relative population size of the stratum, the sample is proportionate stratified sampling.**

Question No: 55 ( Marks: 1 ) - Please choose one

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Assigning males the value of zero and females the value of one in a database to record the gender of the respondents is an example of:

- ▶ **Coding**
- ▶ Editing
- ▶ Verification
- ▶ Test tabulation

<http://www.audiencedialogue.net/gloss-data.html>

**(HANDOUT PAGE 99)**

Question No: 56 ( Marks: 1 ) - Please choose one

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Arranging data into a table is called:

- ▶ Analysis
- ▶ Frequency
- ▶ Interpretation
- ▶ **Tabulation**

<http://www.tutorvista.com/math/tabulation-of-data-tutoring>

Question No: 57 ( Marks: 1 ) - Please choose one

A researcher interested in a data matrix that displays the frequency of some combination of possible responses to multiple variables should construct a:

▶ **Contingency table**

- ▶ Regression equation
- ▶ Marginal table
- ▶ None of the given options

**(HANDOUT PAGE 105)**

Question No: 58 ( Marks: 1 ) - Please choose one

When initial subjects are selected randomly and additional subjects are obtained from recommendations of names from the initial subjects, this sampling technique is called:

- ▶ Judgment sample
- ▶ **Snowball**
- ▶ Convenience sample
- ▶ Cluster sample

Page#91

And also here is link

[http://wiki.answers.com/Q/You\\_are\\_in\\_charge\\_of\\_promoting\\_a\\_new\\_flavor\\_of\\_toothpaste\\_yet\\_to\\_be\\_produced\\_in\\_a\\_toothpaste\\_manufacturing\\_unit\\_Which\\_sampling\\_techniques\\_will\\_you\\_use\\_to\\_get\\_the\\_required\\_data\\_from\\_a\\_population](http://wiki.answers.com/Q/You_are_in_charge_of_promoting_a_new_flavor_of_toothpaste_yet_to_be_produced_in_a_toothpaste_manufacturing_unit_Which_sampling_techniques_will_you_use_to_get_the_required_data_from_a_population)

Question No: 59 ( Marks: 1 ) - Please choose one

When different interviewers are used in a pretest from those used in the posttest and this produces different results in the study, this is an example of a:

- ▶ History effect
- ▶ Mortality effect
- ▶ **Instrumentation effect**
- ▶ Cohort effect

**(PAGE 121)**

Question No: 60 ( Marks: 1 ) - Please choose one

Which of the following is a threat to the internal validity of experiment using a repeated measures design?

- ▶ **Instrumentation effect**
- ▶ Cohort effect
- ▶ Attrition effect
- ▶ All of the given options

**(PAGE 121)**

Question No: 61 ( Marks: 1 ) - Please choose one

Most threats to \_\_\_\_\_ are taken care of by the experiment's design, while most threats to \_\_\_\_\_ need to be taken care of by the designer of the experiment.

- ▶ Internal validity, external validity
- ▶ **External validity, internal validity**
- ▶ Randomization, reliability
- ▶ Reliability, randomization

[http://books.google.com.pk/books?id=8fzjO4PygQsC&pg=PA140&lpg=PA140&dq=External+validity+taken+care+of+by+the+experimental+design&source=bl&ots=mcsIDFN5xB&sig=li3gP1l0Rc6SLzE4VBb1ajZTaMc&hl=en&ei=awgyTeP8MdCEhQeSu\\_ThCw&sa=X&oi=book\\_result&ct=result&resnum=6&ved=0CDwQ6AEwBQ#v=onepage&q=External%20validity%20taken%20care%20of%20by%20the%20experimental%20design&f=false](http://books.google.com.pk/books?id=8fzjO4PygQsC&pg=PA140&lpg=PA140&dq=External+validity+taken+care+of+by+the+experimental+design&source=bl&ots=mcsIDFN5xB&sig=li3gP1l0Rc6SLzE4VBb1ajZTaMc&hl=en&ei=awgyTeP8MdCEhQeSu_ThCw&sa=X&oi=book_result&ct=result&resnum=6&ved=0CDwQ6AEwBQ#v=onepage&q=External%20validity%20taken%20care%20of%20by%20the%20experimental%20design&f=false)

Question No: 62 ( Marks: 1 ) - Please choose one

In which of the following, the beginning and end are not clear. The interview can be picked up later?

- ▶ Survey Interview
- ▶ **Field Interview**
- ▶ Deception
- ▶ None of the given options

(page 139)

**Field Interview**

. 1. The beginning and end are not clear. The interview can be picked up later.

Question No: 63 ( Marks: 1 ) - Please choose one

The written set of guidelines that describes an outline of topics to be covered by a focus group moderator is called a:

- ▶ **Discussion guide**
- ▶ Concept test
- ▶ Case study
- ▶ All of the given options

Question No: 64 ( Marks: 1 ) - Please choose one

Which of the following is a disadvantage of focus groups?

- ▶ Requires objective, sensitive, and effective moderators
- ▶ May not be useful for discussing sensitive topics
- ▶ High cost
- ▶ **All of the given options**

**Solved By**  
**Asma Saeed, Fariha Maqbool**  
**Mehwish, Anam Aslam, Ahmed, Ramiz and Kamran Haider**

**FINAL TERM EXAMINATION**  
**Spring 2009-STA630-**  
**Research Methods (Session - 2)**

**Marks: 80**

**Question No: 1 ( Marks: 1 ) - Please choose one**

Who, among the following, wrote the book "Research Methods for Business"?

Zikmund, W.

**Sekaran, U.**

Dessler, G.

Neuman, W.C.

**REFERENCE**

- 1. Zikmund, W. G. (2003). *Business Research Methods*. Mason, Ohio: South Western.
- 2. Sekaran, U. (2004) . *Research Methods for Business*  
New York: John Wiley & Sons

**Question No: 2 ( Marks: 1 ) - Please choose one**

On which of the following, Scientific knowledge mostly relies?

Identification of events

Logical understanding

Prior knowledge

**All of the given options**

(page 4)

**Question No: 3 ( Marks: 1 ) - Please choose one**

Which of the following refers to research supported by measurable evidence?

Opinion

Speculation

**Empiricism**

Rationalism

<http://en.wikipedia.org/wiki/Empiricism>

**Question No: 4 ( Marks: 1 ) - Please choose one**

All of the following are true statements about action research EXCEPT;

Data are systematically analyzed.

Data are collected systematically.

**Results are generalizable.**

Results are used to improve practice.

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381508.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html)

**Question No: 5 ( Marks: 1 ) - Please choose one**

If a researcher is studying the effect of using laptops in his classroom to ascertain their merit and worth, he is likely conducting which of the following types of research?

**Evaluation**

Experimental

Applied

Basic

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_8/38/9865/2525631.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_8/38/9865/2525631.cw/index.html)

**Question No: 6 ( Marks: 1 ) - Please choose one**

What is the problem with using strict definitions of important concepts?

They take the focus away from accurate measurement.

**They prevent the researcher from assessing alternative ways of viewing a concept.**

They prevent a consistent approach being achieved with business research.

They prevent research from being truly objective.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch16/>

**Question No: 7 ( Marks: 1 ) - Please choose one**

A variable that is presumed to cause a change in another variable is known as:

Discontinuous variable

Dependent variable

**Independent variable**

Intervening variable

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc2.htm>

**Question No: 8 ( Marks: 1 ) - Please choose one**

Which of the following is the difference between measures and indicators?

**Measures are unambiguous quantities, whereas indicators are devised from common sense understandings.**

Indicators have a more direct relationship to the underlying concept than measures.

Measures are intuitively devised and then applied as if they were direct indicators

of a concept.

Indicators are unambiguous quantities, whereas measures are subjective and value laden.

REF

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch06/>

**Question No: 9 ( Marks: 1 ) - Please choose one**

Which of the following is NOT the implication of Ordinal scale?

Characteristics of nominal scale

Rank the object

Does not provide magnitude of object

**Provide rate**

**(PAGE 53)**

**Question No: 10 ( Marks: 1 ) - Please choose one**

Measurement reliability refers to which of the following?

Accuracy of the scores

Dependency of the scores

**Consistency of the scores**

Comprehensiveness of the scores.

[http://books.google.com.pk/books?id=RBjH8J8IRakC&pg=PA16&dq=Measurement+reliability+refers&hl=en&ei=0tQtTaicFMfDswbIv\\_XlBw&sa=X&oi=book\\_result&ct=result&resnum=2&ved=0CCkQ6AEwAQ#v=onepage&q=Measurement%20reliability%20refers&f=false](http://books.google.com.pk/books?id=RBjH8J8IRakC&pg=PA16&dq=Measurement+reliability+refers&hl=en&ei=0tQtTaicFMfDswbIv_XlBw&sa=X&oi=book_result&ct=result&resnum=2&ved=0CCkQ6AEwAQ#v=onepage&q=Measurement%20reliability%20refers&f=false)

**Question No: 11 ( Marks: 1 ) - Please choose one**

Which of the following statements might assist response rates?

Please photocopy the questionnaire five times and pass on to your work colleagues.

Please make sure that the questionnaire is completed with a fountain pen.

Please read the attached journal article on the ontological foundations of positivism prior to completing the questionnaire.

**Please put the completed questionnaire in the enclosed stamped addressed envelope and place in the mail out tray.**

REF:

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch09/>

Q#3

**Question No: 12 ( Marks: 1 ) - Please choose one**

Why it is important to avoid ambiguous terms while designing questions?

Respondents may not understand the question.

**Respondents may operate with a different frame of reference.**

Respondents may think the question is less important.

Respondents may have to ask for help when completing the questionnaire.

An ambiguous term such as 'often' or 'management' may mean different things to different respondents.

[http://www.vuzs.net/index.php?option=com\\_content&view=article&id=650:sta630-100-solved-mcq-from-book-c&catid=262:sta630-research-methods&Itemid=55](http://www.vuzs.net/index.php?option=com_content&view=article&id=650:sta630-100-solved-mcq-from-book-c&catid=262:sta630-research-methods&Itemid=55)

**Question No: 13 ( Marks: 1 ) - Please choose one**

Which of the following is a double-barrelled question?

How satisfied you are with the performance appraisal system?

**How satisfied you are with investment levels in new and existing software packages?**

How satisfied you are with the organisation's marketing strategy?

How satisfied you are with the levels of customer satisfaction?

REF:

Page 78

Double-barrelled questions are ones that ask about two things. This question should in fact be split into two, one about existing software and one about new software.

**Question No: 14 ( Marks: 1 ) - Please choose one**

The small scale trial run of a particular item is called \_\_\_\_\_.

Test Run

**Pilot test**

Post hoc test

T test

REF:

Page 80

Pilot testing also called pre-testing means small scale trial run of a particular component;

**Question No: 15 ( Marks: 1 ) - Please choose one**

Which of the following terms describes an interview protocol in which the topics and questions to be addressed are identified, but the order in which the questions can be asked is not stipulated?

Unstructured

Partially structured

**Semistructured**

Structured

REF:

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_8/38/9870/2526923.cw/content/index.html](http://wps.prenhall.com/chet_airasian_edresearch_8/38/9870/2526923.cw/content/index.html)

**Question No: 16 ( Marks: 1 ) - Please choose one**

The most important characteristic of the sample in survey research is that it is:

**Representative of the target population.**

Convenient to access.

Easily observed in naturalistic settings.

Large enough to compare differences between subgroups.

REF:

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381619.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381619.cw/index.html)

**Question No: 17 ( Marks: 1 ) - Please choose one**

Which of the following is NOT something a researcher will have to consider while thinking about their sample size?

Time and cost.

Non-response.

**Length of questionnaire.**

Heterogeneity of population.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch07/>

**Question No: 18 ( Marks: 1 ) - Please choose one**

A correlation coefficient of -0.45 is generally considered to be;

No correlation

Low

**Moderate**

High

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381655.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381655.cw/index.html)

**Question No: 19 ( Marks: 1 ) - Please choose one**

What is a researcher doing when he removes the variance explained by one variable in order to understand the correlation between two other variables?

Statistical significance

Attenuation

**Controlling for the variable**

Multiple regression research

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381655.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381655.cw/index.html)

**Question No: 20 ( Marks: 1 ) - Please choose one**

Which of the following best describes qualitative data analysis?

It begins after all the data has been collected.

**It is an ongoing, cyclic process integrated into all phases of research.**

It is an awkward, haphazard process.  
It builds from abstraction to specific, concrete examples

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_8/38/9871/2527149.cw/content/index.html](http://wps.prenhall.com/chet_airasian_edresearch_8/38/9871/2527149.cw/content/index.html)

**Question No: 21 ( Marks: 1 ) - Please choose one**

The statistic used to determine the relationship between two variables is:

Analysis of covariance

Chi square

Standard deviation

**Pearson "r"**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1491/381743.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html)

**Question No: 22 ( Marks: 1 ) - Please choose one**

Which of the following describes the nature of qualitative data interpretation?

Reflection

Integrative

Explanatory

**All of the given options**

**Question No: 23 ( Marks: 1 ) - Please choose one**

In frequency tables total of columns and rows are called:

Body of table

Cell of table

Area of table

**Marginals**

**Page No.107: PARTS OF TABLE** Include the totals of the columns and rows.

These are called *marginals*. They equal the univariate frequency distribution for the variable.

**Question No: 24 ( Marks: 1 ) - Please choose one**

A researcher studies three groups of students who vary in level of self-confidence. She finds that students with higher self-confidence are more popular among their peers. The most plausible conclusion is that:

We do not know what causes self-confidence or popularity.

Self-confidence causes popularity.

Popularity causes self-confidence.

**Self-confidence and popularity are related.**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1491/381743.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html)

**Question No: 25 ( Marks: 1 ) - Please choose one**

Educational policymakers often conclude that an intervention didn't work. Often, however, the intervention was not implemented as intended. The validity of the policymaker's conclusion is threatened by;

**Lack of specificity of variables**

Selection-treatment interaction

Treatment diffusion

Faulty data analysis procedures

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_8/38/9869/2526465.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_8/38/9869/2526465.cw/index.html)

**Question No: 26 ( Marks: 1 ) - Please choose one**

Many beginner researchers believe that research involves testing, treating, and testing again . This is an example of:

Comparison group research

Quasi-experimental research

True experimental research

**Pre-experimental research**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1491/381818.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381818.cw/index.html)

**Question No: 27 ( Marks: 1 ) - Please choose one**

Which of the following questions can be answered using content analysis?

How do managers behave in the face of employment insecurity?

**How do the media report corporate re-branding exercises?**

What effect does organizational size have on marketing strategy?

What are the most popular leisure activities amongst the over-50s?

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch12/>

**Question No: 28 ( Marks: 1 ) - Please choose one**

Case study is empirical because;

It investigates a contemporary phenomenon within its real life context.

It is retrospective study in which the researcher follows the research process from effect to its cause.

It is a study back in time.

**All of the given options**

**(page 158)**

**It investigates a contemporary phenomenon within its real life context. It is retrospective study in which the researcher follows the research process from effect to its cause. It is a study back in time.**

**Question No: 29 ( Marks: 1 ) - Please choose one**

Which component of a research report contains information about the topic studied, literature review, hypotheses, participants, instruments, procedures, results, and discussion?

Preliminary pages

**Main body**

Method

Discussion

**Page 161**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_8/38/9872/2527359.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_8/38/9872/2527359.cw/index.html)

Q#3

**Question No: 30 ( Marks: 1 ) - Please choose one**

Which one of the following Test helps in the proper sequence of the questions as wording, translation, coding and structuring?

Test Run

**Pre Test**

Post Hoc Test

T- Test

**REF:**

**Page 81**

**Question No: 31 ( Marks: 1 ) - Please choose one**

Which of the following sampling is least reliable but normally the cheapest and easiest to conduct?

Purposive Sampling

Snowball Sampling

**Convenience Sampling**

Quota Sampling

**Ref:**

**Page No.90:** Convenience samples are least reliable but normally the cheapest and easiest to conduct

**Question No: 32 ( Marks: 1 ) - Please choose one**

Which of the following is a form of Non-random sampling?

Snowball sampling

Convenience sampling

Quota sampling

**All of the given option**

**(Page 90)**

**Question No: 33 ( Marks: 1 ) - Please choose one**

Which of the following has greatly facilitated the researcher to conduct tabulation and statistical analysis?

SPSS

MINITAB

SYSTAT

**All of the given options**

**Page No.104:** The proliferation of computer technology in business and universities has greatly facilitated tabulation and statistical analysis. Commercial packages eliminate the need to write a new program every time you want to tabulate and analyze data with a computer. SAS, Statistical Package for the Social Sciences (SPSS), SYSTAT, Epi. Info. And MINITAB is commonly used statistical packages.

**Question No: 34 ( Marks: 1 ) - Please choose one**

What is the place of quotations in referencing?

Quotations should be given at the end.

**Quotations should be given exactly as they appear in the source.**

Quotations should be given in left margins only.

Quotations should not be given at all.

**Ref:** [http://www.latrobe.edu.au/linguistics/resources\\_hons/Brochure/Para10.pdf](http://www.latrobe.edu.au/linguistics/resources_hons/Brochure/Para10.pdf)

**Question No: 35 ( Marks: 1 ) - Please choose one**

Which of the following terms refers to a statistical method that can be used to statistically equate groups on a pretest or some other variable?

Experimental control

Differential influence

Matching

**Analysis of covariance**

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>

**Question No: 36 ( Marks: 1 ) - Please choose one**

Which of the following could be used for randomly assigning participants to groups in an experimental study?

Split-half

Even versus Odd numbers

**Use a list of random numbers or a computer randomization program**

Let the researcher decide which group will be the best

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>

**Q No 15**

**Question No: 37 ( Marks: 1 ) - Please choose one**

The design in which one group of research participants is administered a treatment and is then compared, on the dependent variable, with another group of research participants who did not receive the experimental treatment is known as:

One-group posttest-only design

One-group pretest-posttest design

**Posttest-only design with non-equivalent groups**

Time series design

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>

**Q N26**

Question No: 38 ( Marks: 1 ) - Please choose one

Which of the following is referred to as the influence of a single independent variable?

Interaction effect

Reactive effect

**Main effect**

Proactive effect

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>

Q NO 27

Question No: 39 (Marks: 1) - Please choose one

Which of the following types of analysis can be done using secondary analysis?

The analysis of specific subgroups

Longitudinal analysis

Cross-cultural analysis

**All of the given options**

REF:

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch13/>

Question No: 40 (Marks: 1) - Please choose one

Which of the following is/are advantage(s) of the self-completed questionnaire?

Inability to confirm who completed the questionnaire

Its unsuitability for some kinds of respondents

Inability to ask many questions that are not directly relevant to the respondent

**Easy to justify the answer.**

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch09/>

**Solved By**

**Asma Saeed, Fariha Maqbool**

**Mehwish, Anam Aslam, Ahmed, Ramiz and Kamran Haider**

FINAL TERM EXAMINATION

Spring 2010

STA630- Research Methods (Session - 3)

Time: 90 min

Marks: 69

Question No: 1 ( Marks: 1 ) - Please choose one

The part of the action research spiral that differentiates this research methodology from other kinds of research is;

► Looking at multiple sources of data.

► **Taking action based on results.**

- Thinking about or analyzing data in more than one way.
- The kinds of data that are collected.

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381555.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381555.cw/index.html)

**Question No: 2 ( Marks: 1 ) - Please choose one**

If a researcher was studying the use of various instructional approaches to the "multiple intelligences" of his students, he is likely to be conducting which of the following type of research?

- Basic
- Evaluation
- **Applied**
- Grounded theory

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_8/38/9865/2525631.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_8/38/9865/2525631.cw/index.html)

**Question No: 3 ( Marks: 1 ) - Please choose one**

Which type of review compares how different theories address an issue?

- Context review
- Integrated review
- Methodological review
- **Theoretical review**

**(PAGE 27)**

***THEORETICAL REVIEWS COMPARE HOW DIFFERENT THEORIES ADDRESS AN ISSUE.***

**Question No: 4 ( Marks: 1 ) - Please choose one**

Which of the following functions is performed by theoretical framework?

- Elaborates the relationship among the variables.
- Explains the logic underlying these relationships.
- Describes the nature, and direction of the relationships.

► **All of the given options.**

**(PAGE 30)**

**Question No: 5 ( Marks: 1 ) - Please choose one**

Panel and cohort designs differ in that:

- Cohort studies involve quantitative research, whereas panel studies are qualitative.
- A panel study does not need rules to handle new entrants to households.
- Only a cohort study will suffer from sample attrition.

► **A panel study can distinguish between age effects and cohort effects, but a cohort design cannot.**

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch02/?view=za>

**Question No: 6 ( Marks: 1 ) - Please choose one**

Which of the following would LEAST likely be a data source for an action research study of "teachers' questioning techniques in social studies classes"?

- Classroom observation
- Student questionnaires
- Videotaping of classes

► **Students' standardized test scores**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381508.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html)

Question No: 7 ( Marks: 1 ) - Please choose one

Which of the following represents excellent advice for conducting an interview?

- ▶ Listen more and talk less
- ▶ Don't interrupt
- ▶ Don't be judgmental about the interviewee's beliefs or views

▶ All of the given options

[PPT]

## Qualitative Research Methods

Question No: 8 ( Marks: 1 ) - Please choose one

Why should a business researcher record and transcribe interviews?

- ▶ It overcomes all possible ethical considerations.
- ▶ The response of participants can be more readily shared with senior management.
- ▶ It allows a more thorough examination of what the interviewee has said.
- ▶ It allows the researcher to demonstrate his/her technical proficiency.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch18/>

Question No: 9 ( Marks: 1 ) - Please choose one

The Pearson product moment correlation is used to demonstrate the relationship between;

▶ Two continuous variables

- ▶ Two rank-ordered variables
- ▶ Variables that are expected to be curvilinearly related
- ▶ Dichotomous variables

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381655.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381655.cw/index.html)

Question No: 10 ( Marks: 1 ) - Please choose one

The statistic used to determine the relationship between two variables is:

- ▶ Analysis of covariance
- ▶ Chi square
- ▶ Standard deviation

▶ Pearson "r"

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1491/381743.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html)

Question No: 11 ( Marks: 1 ) - Please choose one

Researchers organize data into all of the following, EXCEPT:

- ▶ Field
- ▶ Table
- ▶ Record
- ▶ File

(page 99)

Researchers organize data into fields, records, and files.

Question No: 12 ( Marks: 1 ) - Please choose one

Which of the following is NOT a necessary step in conducting experimental research?

- ▶ Manipulation of an independent variable

- ▶ Selection of measuring instruments
- ▶ Creating a hypothesis stating a causal relationship between variables
- ▶ **Dividing the sample into subgroups to control for extraneous variables**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1491/381867.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381867.cw/index.html)

**Question No: 13 ( Marks: 1 ) - Please choose one**

Testing most likely, negatively affect internal validity when:

- ▶ The information tested is attitudinal in nature
- ▶ **The time between pre- and posttest is short**
- ▶ The instrument is unreliable
- ▶ The participants are very low scorers

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1491/381818.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381818.cw/index.html)

**Question No: 14 ( Marks: 1 ) - Please choose one**

Which of the following questions can be answered using content analysis?

- ▶ How do managers behave in the face of employment insecurity?
- ▶ **How do the media report corporate re-branding exercises?**
- ▶ What effect does organizational size have on marketing strategy?
- ▶ What are the most popular leisure activities amongst the over-50s?

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch12/>

**Question No: 15 ( Marks: 1 ) - Please choose one**

Which one is not the part of non reactive research?

- ▶ Physical traces
- ▶ Archives
- ▶ Observations
- ▶ **Interviews**

(HANDOUT PAGE 124)

**Question No: 16 ( Marks: 1 ) - Please choose one**

On which component of his field notes did Mr. Majid focused when he expressed in his notes his thoughts and ideas about what he observed?

- ▶ Description
- ▶ **Reflection**
- ▶ Protocol
- ▶ Formal data

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1489/381345.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381345.cw/index.html)

**Question No: 17 ( Marks: 1 ) - Please choose one**

Which of the following is linked with an abstract model of underlying relations or causal mechanism?

- ▶ **Historical comparative research**
- ▶ Social research
- ▶ Action research
- ▶ Experimental research

(HANDOUT PAGE 147)

Question No: 18 ( Marks: 1 ) - Please choose one

Historians organize evidence usually in:

- ▶ Comparative form
- ▶ **Narrative form**
- ▶ Logical form
- ▶ Critical form

(PAGE 150)

**HISTORIANS ORGANIZE EVIDENCE AS THEY WRITE WORKS OF HISTORY. THEY OFTEN WRITE *NARRATIVE HISTORY*.**

Question No: 19 ( Marks: 1 ) - Please choose one

What is the difference between a focus group and a group interview?

▶ **A focus group is used to analyse group interaction, whereas a group interview is used as a straight forward data collection tool.**

- ▶ A focus group is used only for political research, whereas group interviews are more widely used in the social sciences.
- ▶ A focus group is used at the planning stage of a research project, whereas a group interview is part of the actual data collection.
- ▶ A focus group is used to discuss a wide range of issues, whereas a group interview looks at one specific topic.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch19/>

Question No: 20 ( Marks: 1 ) - Please choose one

In which component of the method section would you find a discussion of validity and reliability?

- ▶ Participants
- ▶ **Instruments**
- ▶ Design
- ▶ Procedures

Question No: 21 ( Marks: 1 ) - Please choose one

Which of the following sampling is least reliable but normally the cheapest and easiest to conduct?

- ▶ Purposive Sampling
- ▶ Snowball Sampling
- ▶ **Convenience Sampling**
- ▶ Quota Sampling

<http://www.authorstream.com/Presentation/umersaif-486982-sample-by-umer-saif/>

**SLIDE 11**

Question No: 22 ( Marks: 1 ) - Please choose one

Which of the following sampling is most often used during the exploratory phase of a research project and is perhaps the best way of getting some basic information quickly and efficiently?

- ▶ **Convenience Sampling**
- ▶ Quota Sampling
- ▶ Snowball Sampling
- ▶ Purposive Sampling

[http://books.google.com.pk/books?id=a\\_YI3TJQuAC&pg=PA276&lpg=PA276&dq=Which+of+the+following+sampling+is+most+often+used+during+the+exploratory+phase+of+a+research+project+and+is+perhaps+the+best+way+of+](http://books.google.com.pk/books?id=a_YI3TJQuAC&pg=PA276&lpg=PA276&dq=Which+of+the+following+sampling+is+most+often+used+during+the+exploratory+phase+of+a+research+project+and+is+perhaps+the+best+way+of+)

[getting+some+basic+information+quickly+and+efficiently%3F&source=bl&ots=3F-qoMC6Wm&sig=fwCBgAJziEabgf\\_qfcBL-EQxYzI&hl=en&ei=K-YgTYTKM4Og8QPvx7WuBQ&sa=X&oi=book\\_result&ct=result&resnum=2&ved=0CBsQ6AEwAQ#v=onepage&q&f=false](https://www.southalabama.edu/coe/bset/johnson/lectures/lec7.htm)

**Question No: 23 ( Marks: 1 ) - Please choose one**

Which of the following is a form of Non-random sampling?

- ▶ Snowball sampling
- ▶ Convenience sampling
- ▶ Quota sampling
- ▶ **All of the given option**

<http://www.southalabama.edu/coe/bset/johnson/lectures/lec7.htm>

### **Nonrandom Sampling Techniques**

**The other major type of sampling used in quantitative research is nonrandom sampling (i.e., when you do not use one of the random sampling techniques). There are four main types of nonrandom sampling:**

- **The first type of nonrandom sampling is called convenience sampling**
- **The second type of nonrandom sampling is called quota sampling**
- **The third type of nonrandom sampling is called purposive sampling**
- **The fourth type of nonrandom sampling is called snowball sampling**

**Question No: 24 ( Marks: 1 ) - Please choose one**

Sampling in qualitative research is similar to which type of sampling in quantitative research?

- ▶ Simple random sampling
- ▶ Systematic sampling
- ▶ Quota sampling
- ▶ **Purposive sampling**

**It is similar to purposive sampling. Here is a list of the different types:**

- **Maximum variation sampling (purposively selecting a wide range of cases)**
- **Homogeneous sample selection (selecting a small and homogeneous case or set of cases for intensive study)**
- **Extreme-case sampling (identifying the extremes or poles of some characteristic and then selecting cases representing these extremes for examination)**
- **Typical-case sampling (selecting what are believed to be average cases)**
- **Critical-case sampling (selecting what are believed to be particularly important cases)**
- **Negative-case sampling (selecting cases that disconfirm the researcher's expectations and generalizations)**
- **Opportunistic sampling (selecting cases when the opportunity arises)**
- **Mixed purposeful sampling (mixing of more than one of the above sampling strategies).**

## Chapter 9: Sampling in Quantitative, Qualitative, and Mixed Research

Question No: 25 ( Marks: 1 ) - Please choose one

Which of the following relates with an abstract model of underlying relations or causal mechanism?

- ▶ Analysis
- ▶ **Synthesis**
- ▶ Results
- ▶ Findings

(PAGE 148)

**Synthesis links specific evidence with an abstract model of underlying relations or causal mechanism.**

Question No: 26 ( Marks: 1 ) - Please choose one

The easiest way to describe the numerical data of one variable is;

- ▶ **Frequency distribution**
- ▶ Normal distribution
- ▶ Poisson distribution
- ▶ Probability distribution

(PAGE 104)

**THE EASIEST WAY TO DESCRIBE THE NUMERICAL DATA OF ONE VARIABLE IS WITH A FREQUENCY DISTRIBUTION.**

Question No: 27 ( Marks: 1 ) - Please choose one

All of the following are ways to show a table in percentages, EXCEPT;

- ▶ **By margins**
- ▶ By row
- ▶ By column
- ▶ For the total

(PAGE 107)

**THERE ARE THREE WAYS TO PERCENTAGE A TABLE: BY ROW, BY COLUMN, AND FOR THE TOTAL.**

Question No: 28 ( Marks: 1 ) - Please choose one

Which of the following is True for survey research?

- ▶ Survey research is a subset of experimental research.
- ▶ **Survey research is often used in experimental research.**
- ▶ Survey research is never used in experimental research.
- ▶ Survey research is always used in experimental research.

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381582.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html)

Question No: 29 ( Marks: 1 ) - Please choose one

When an interviewer unintentionally and mistakenly checks the wrong response on a checklist during an interview, this is an example of:

- ▶ Social desirability bias
- ▶ **Interviewer error**
- ▶ Interviewer cheating
- ▶ Sponsorship bias

[http://books.google.com.pk/books?id=BJil19CAGQwC&pg=PA393&dq=Interviewer+cheating&hl=en&ei=c3YhTazRloGaOvDHZJ0J&sa=X&oi=book\\_result&ct=result&resnum=4&ved=0CDIQ6AEwAw#v=onepage&q=Interviewer%20cheating&f=false](http://books.google.com.pk/books?id=BJil19CAGQwC&pg=PA393&dq=Interviewer+cheating&hl=en&ei=c3YhTazRloGaOvDHZJ0J&sa=X&oi=book_result&ct=result&resnum=4&ved=0CDIQ6AEwAw#v=onepage&q=Interviewer%20cheating&f=false)

Question No: 30 ( Marks: 1 ) - Please choose one

When an interviewer asks a respondent: "Why do you shop at Liberty's department store?" this is an example of a:

- ▶ Unstructured question
- ▶ **Structured question**
- ▶ Disguised question
- ▶ Social desirability question

Question No: 31 ( Marks: 1 ) - Please choose one

All of the following are stages in the selection of a sample EXCEPT:

- ▶ Determine sample size
- ▶ **Analyze data**
- ▶ Conduct fieldwork
- ▶ Select a sampling frame

[PPT]

## **GENERAL ISSUES IN *SAMPLING* DESIGN AND *SAMPLING* PROCEDURES**

Question No: 32 ( Marks: 1 ) - Please choose one

Codes are rules for \_\_\_\_\_ data.

- ▶ Classifying
- ▶ Interpreting
- ▶ Recording
- ▶ **All of the given options**

(PAGE 99)

**ALTHOUGH CODES ARE GENERALLY CONSIDERED TO BE NUMERICAL SYMBOLS, THEY ARE MORE BROADLY DEFINED AS THE RULES FOR INTERPRETING, CLASSIFYING, AND RECORDING DATA.**

Question No: 33 ( Marks: 1 ) - Please choose one

When a competitor introduces a 25% price cut in order to blunt the effect of a test marketing study, this is an example of a:

- ▶ **Maturation effect**
- ▶ Testing effect
- ▶ History effect
- ▶ Cohort effect

Question No: 34 ( Marks: 1 ) - Please choose one

All of the following elements of Observation is/are included in Non Reactive research EXCEPT:

- ▶ Count Behaviors
- ▶ Time Duration
- ▶ External Appearance
- ▶ **Other Records**

(PAGE 133)

Question No: 35 ( Marks: 1 ) - Please choose one

Which of the following element is not included for behavioral observation?

- ▶ Space
- ▶ Direction
- ▶ Frequency
- ▶ **Accretion**

(PAGE 126)

Question No: 36 ( Marks: 1 ) - Please choose one

The study of documents used by writers is a method of \_\_\_\_\_.

- ▶ In-depth analysis
- ▶ Time series analysis
- ▶ Regression analysis
- ▶ **None of the given options**

(page 129)

Question No: 37 ( Marks: 1 ) - Please choose one

When a manufacturer studies his most successful retailer in depth in order to determine some better ideas for displaying bicycles in its retail stores, this is an example of:

- ▶ An experiment
- ▶ A test market
- ▶ **A case study**
- ▶ Causal research

**it is an in-depth analysis of a unit which could be an individual person, a couple, a group, or an organization. It is more like a clinical analysis in retrospect; starting from the effect and tracing the reasons back in time. The researcher takes the history of the situation and makes use of any other relevant information about the case to identify the factors leading to the present situation.**

Question No: 38 ( Marks: 1 ) - Please choose one

The written set of guidelines that describes an outline of topics to be covered by a focus group moderator is called a:

- ▶ **Discussion guide**
- ▶ Concept test
- ▶ Case study
- ▶ All of the given options

Question No: 39 ( Marks: 1 ) - Please choose one

Which of the following is a disadvantage of focus groups?

- ▶ Requires objective, sensitive, and effective moderators
- ▶ May not be useful for discussing sensitive topics
- ▶ High cost
- ▶ **All of the given options**

[PPT]

**BRM 8e**

Question No: 40 ( Marks: 1 ) - Please choose one

Which section of a report gives a summary of the contents, including the purpose, description of the participants, the results, and any conclusions being offered?

- ▶ **Methodology**
- ▶ Introduction
- ▶ Abstract
- ▶ Letter of transmittal

(PAGE 159)

Question No: 41 ( Marks: 1 ) - Please choose one

Which of the following characteristic of the scientific method is defined as the confirmation or refutation of the observation through the scientific method by using sensory experience?

- ▶ Empirical
- ▶ **Verifiable**
- ▶ Observable
- ▶ Cumulative

(PAGE 3)

**Scientific method is concerned with the realities that are observable through “sensory experiences.” It generates knowledge which is verifiable by experience or observation**

Question No: 42 ( Marks: 1 ) - Please choose one

Basic research can also be called as

- ▶ Practical research
- ▶ **Fundamental Research**
- ▶ Action research
- ▶ Assessment research

**basic research (also called academic research or pure research or fundamental research). Page#8**

Question No: 43 ( Marks: 1 ) - Please choose one

Which of the following statement is true about the peer review?

- ▶ Name of the article's author is not mentioned to avoid biases
- ▶ It should be accepted
- ▶ **It should be published in a well known journal**
- ▶ Name of the author should be mentioned for the further correspondence

Question No: 44 ( Marks: 1 ) - Please choose one

After making the inventory of the relevant variables the next step is to:

- ▶ Provide logic for the relationship
- ▶ Make inventory of the propositions
- ▶ **Identify the relationships between the variables**
- ▶ Deduce hypothesis

Question No: 45 ( Marks: 1 ) - Please choose one

Theoretical framework helps to:

- ▶ Deduce the hypothesis
- ▶ Reject the hypothesis
- ▶ **Test the hypothesis**
- ▶ Accept the hypothesis

**From the theoretical framework, then, testable hypotheses can be developed to examine whether theory formulated is valid or not**

Question No: 46 ( Marks: 1 ) - Please choose one

Which of the following is NOT a method of narrowing a topic?

- ▶ Literature review
- ▶ Specifying the context
- ▶ Talk to the experts
- ▶ Pilot testing

(page 33)

Question No: 47 ( Marks: 1 ) - Please choose one

The working definition of the variables is called:

- ▶ Theoretical definition
- ▶ Dictionary definition
- ▶ Operational definition
- ▶ Fundamental definition

Operational definition is also called a working definition

Question No: 48 ( Marks: 1 ) - Please choose one

Which of the following characteristic is reflected by an interval scale?

- ▶ The distance between each participant's individual scores.
- ▶ Arithmetic operations can be performed after data collection
- ▶ Classify the data into exclusive categories
- ▶ All of the given options

**Solved By**  
**Asma Saeed, Fariha Maqbool**  
**Mehvish, Anam Aslam, Ahmed, Ramiz and Kamran Haider**

FINAL TERM EXAMINATION  
Spring 2009  
STA630- Research Methods (Session - 2)

Marks: 80

Question No: 1 ( Marks: 1 ) - Please choose one

Which of the following is the basis of the Scientific Method?

To test hypothesis in conditions that is conducive to its success.

To formulate a research problem and disprove the hypothesis.

**To formulate a research problem, test the hypothesis in carefully controlled conditions that challenge the hypothesis.**

To test hypothesis and if they are disproved, they should be abandoned completely.

<http://www.answers.com/topic/scientific-method>

<http://mansci.journal.informs.org/cgi/content/abstract/12/8/C-135>

Question No: 2 ( Marks: 1 ) - Please choose one

An inductive logic is one that:

Involves testing as explicitly defined hypothesis.  
Does not allow for findings to feed back into the body of knowledge.  
Uses quantitative methods whenever possible.

**Allows theory to emerge out of the data.**

**Rationale:** The usual application of inductive theory, however, is to allow theory to emerge from our findings. We find an interesting question, we gather data on it and we 'theorise' from our findings. It may be that these 'theories' are, in reality, simply 'interesting insights' rather than 'grand theories' but they can be valuable for all that.

**Question No: 3 ( Marks: 1 ) - Please choose one**

Which of the following is not a concept?

Leadership.

Total Quality Management.

Human Resource Management.

**Intelligence Quotient (IQ).**

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch06/>

**Rationale:** Concepts are the building blocks of theory, each of which represents a label given to a common element of the social world. IQ is a measure of the concept of intelligence, it is not a concept in itself.

**Question No: 4 ( Marks: 1 ) - Please choose one**

Which of the following is the definition of an independent variable?

**A variable that is manipulated or controlled by the experimenter.**

A response variable.

The behavioural measure made by the experimenter.

A dependent variable that is controlled by the experimenter.

<http://www.umpi.maine.edu/~stump/psysci.html>

**Question No: 5 ( Marks: 1 ) - Please choose one**

The cause variable or the one that identifies forces or conditions that act on something else is known as:

Moderating variable

**Independent variable**

Categorical variable

Dependent variable

Page 19

The cause variable, or the one that identifies forces or conditions that act on something else, is the *independent variable*.

**Question No: 6 ( Marks: 1 ) - Please choose one**

A measure is reliable if it provides consistent \_\_\_\_\_.

Hypothesis

**Results**

Procedure  
Sensitivity

[http://www.oppapers.com/search\\_results.php?action=search&query=A+measure+is+reliable+if+it+provides+consistent](http://www.oppapers.com/search_results.php?action=search&query=A+measure+is+reliable+if+it+provides+consistent)

**Question No: 7 ( Marks: 1 ) - Please choose one**

Which of the following statements relates to concurrent validity?

The measure apparently reflects the content of the concept in question.

**A criterion is employed on which cases are known to differ.**

A future criterion is employed on which cases are known to differ.

A measure is gauged by comparing it to measures of the same concept developed through other methods.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch06/>

**Question No: 8 ( Marks: 1 ) - Please choose one**

Research may differ along a series of dimensions. Which of the following may be applied to this statement?

The type of data collected.

The data-collection technique.

The level of manipulation used to elicit data collection.

**All of the given options.**

**Question No: 9 ( Marks: 1 ) - Please choose one**

Cross cultural studies are an example of:

**Comparative design.**

Longitudinal design.

Experimental design.

Case study design.

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch02/>

The comparative design typically studies two contrasting cases, so that a better understanding of social phenomena can be formed. Clearly, cross-cultural studies are a good example, therefore, of comparative design in action.

**Question No: 10 ( Marks: 1 ) - Please choose one**

When constructing a questionnaire, there are few principles to which you should adhere.

Which of the following is NOT one of those principles?

Avoid using "leading" or "loaded" questions

Avoid double-barreled questions

Avoid ambiguity and confusion

**Avoid arranging questions in a sequence**

Page 77\_78

**Question No: 11 ( Marks: 1 ) - Please choose one**

Which of the following statements is true about closed ended questions and open ended questions?

A closed ended question means that the chances of unreliable post-coding is small, whereas an open ended question means that there is a possibility of data processing error.

A closed ended question allows for the researchers terminology to be used, whereas an open ended question allows the respondent to use terms they are familiar with.

A closed ended question allows for easy processing, whereas coding an open ended question can be very time consuming.

**A closed ended question has many advantages over open ended question.**

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch10/>

Q#2

**Question No: 12 ( Marks: 1 ) - Please choose one**

Which of the following is NOT an example of a problem with using social survey research to investigate behaviour?

Respondents tend to answer by giving the most socially desirable answer.

Respondents may inadvertently omit key terms in the question.

Respondents may not give an honest reply to what they see as a threatening question.

**Respondents may be unwilling to reveal information as they believe they are likely to be identified.**

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch11/>

Q#1

An advantage of social survey research is that the researcher can ensure that the anonymity of the respondent is maintained by administering the same questions to each individual.

**Question No: 13 ( Marks: 1 ) - Please choose one**

Which of the following represents excellent advice for conducting an interview?

Listen more and talk less

Don't interrupt

Don't be judgmental about the interviewee's beliefs or views

**All of the given options**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1489/381345.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381345.cw/index.html)

Q#17

**Question No: 14 ( Marks: 1 ) - Please choose one**

Smaller sample sizes can be used in correlation research when;

The researcher expects no relationship between the variables.

There are only two variables to correlate.

The instruments used to measure the variables have low validity and reliability.

**The instruments used to measure the variables have high validity and reliability.**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381653.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381653.cw/index.html)

**Question No: 15 ( Marks: 1 ) - Please choose one**

Which of the following steps begins the analysis of qualitative data?

Reading and memoing

Describing the content and participants

Classifying and interpreting

**Data management**

REF:

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1489/381427.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381427.cw/index.html)

Q#10

**Question No: 16 ( Marks: 1 ) - Please choose one**

Which of the following could NOT be a cause of variation in high school achievement?

Reading ability

Parental involvement

Teacher expectations

**College attendance**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1491/381743.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html)

Q#11

**Question No: 17 ( Marks: 1 ) - Please choose one**

The statistic used to determine the relationship between two variables is:

Analysis of covariance

Chi square

Standard deviation

**Pearson "r"**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1491/381743.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html)

Q#17

Ref: The correlation between two variables reflects the degree to which the variables are related. The most common measure of correlation is the Pearson Product Moment Correlation (called Pearson's correlation for short).

**Question No: 18 ( Marks: 1 ) - Please choose one**

A researcher studies three groups of students who vary in level of self-confidence. She finds that students with higher self-confidence are more popular among their peers. The most plausible conclusion is that:

We do not know what causes self-confidence or popularity.

Self-confidence causes popularity.

Popularity causes self-confidence.

**Self-confidence and popularity are related.**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1491/381743.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html)

Q#7

**Question No: 19 (Marks: 1) - Please choose one**

Which of the following is true about validity?

A study can be internally valid but not externally valid.

A study can be externally valid but not internally valid.

**A study must be both internally and externally valid.**

The internal and external validity of studies are not related in any way.

<http://www.docstoc.com/docs/14330216/Bias-in-Clinical-Research>

Slide#3

**Question No: 20 (Marks: 1) - Please choose one**

Testing most likely, negatively affect internal validity when:

The information tested is attitudinal in nature

**The time between pre- and posttest is short**

The instrument is unreliable

The participants are very low scorers

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1491/381818.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381818.cw/index.html)

Q#10

**Question No: 21 ( Marks: 1 ) - Please choose one**

Ecological validity refers to:

The participants to whom results generalize

The instruments used to measure the independent and dependent variables

The internal validity of a study

**The context to which results generalize**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_8/38/9869/2526465.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_8/38/9869/2526465.cw/index.html)

Q#1

**Question No: 22 ( Marks: 1 ) - Please choose one**

Which one is not the part of non reactive research?

Physical traces

Archives

Observations

**Interviews**

Page 124

**Question No: 23 ( Marks: 1 ) - Please choose one**

Which advice would you offer a novice researcher conducting his first observation?

**Observe only one behavior at a time**

Allow variables to emerge from the context

Record behaviors only after leaving the site

Develop a preconceived notion of what is going to help structure the observation

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_8/38/9871/2526978.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_8/38/9871/2526978.cw/index.html)

Q#8

Rationale: Observing a single variable will help her maintain focus and develop understanding.

**Question No: 24 ( Marks: 1 ) - Please choose one**

How the Procedure for data processing and analysis can be evaluated in Pilot Testing ?

**Make dummy tables**

Work output of each member

Length of Questionnaire

Format Tools

**Ref. Page No.82:**

**5. Procedure for data processing and analysis can be evaluated:**

• **Make dummy tables.** See how can we tabulate the data and use the appropriate statistics for purposes of interpretations.

**Question No: 25 ( Marks: 1 ) - Please choose one**

Which of the following is the complete group of specific population elements relevant to the research project?

Element

**Target Population**

Sampling Frame

Sampling Unit

**Ref: Page No.88:** Out of the conceptual variations what exactly the researcher wants to focus on. This may also be called a target population. **Target population is the complete group of specific population elements relevant to the research project.** Target population may also be called *survey population* i.e. that aggregation of elements from which the survey sample is actually selected.

**Question No: 26 (Marks: 1) - Please choose one**

Which of the following is the summary description of a given variable in a population?

Statistic

Observation Unit

**Parameter**

Sampling Unit

**Ref. Page No. 89:** A **parameter** is the summary description of a given variable in a population. The mean income of all families in a city and the age distribution of the city's population are parameters.

**Question No: 27 (Marks: 1) - Please choose one**

Which of the following is that element or set of elements considered for selection in some stage of sampling?

Parameter

**Sampling Unit**

Observation Unit

Statistic

**Ref. Page No.89:** A **sampling unit** is that element or set of elements considered for selection in some stage of sampling. Sampling may be done in single stage or in multiple stages.

**Question No: 28 ( Marks: 1 ) - Please choose one**

If you are going on the street and suddenly a TV reporter starts taking your interview regarding any issue, which of the following sampling technique is used by the TV reporter?

Purposive Sampling  
Snowball Sampling

**Convenience Sampling**

Quota Sampling

**Ref. Page No.90:** Convenience sampling (also called *haphazard or accidental sampling*) refers to sampling by obtaining units or people who are most conveniently available. For example, it may be convenient and economical to sample employees in companies in a nearby area, sample from a pool of friends and neighbors. The person-on-the street interview conducted by TV programs is another example. TV interviewers go on the street with camera and microphone to talk to few people who are convenient to interview. The people walking past a TV studio in the middle of the day do not represent everyone (homemakers, people in the rural areas).

**Question No: 29 ( Marks: 1 ) - Please choose one**

Which of the following sampling is most often used during the exploratory phase of a research project and is perhaps the best way of getting some basic information quickly and efficiently?

**Convenience Sampling**

Quota Sampling

Snowball Sampling

Purposive Sampling

**Ref. Page No.90:** Convenience sampling is most often used during the exploratory phase of a research project and is perhaps the best way of getting some basic information quickly and efficiently. Often such sample is taken to test ideas or even to gain ideas about a subject of interest.

**Question No: 30 ( Marks: 1 ) - Please choose one**

Which of the following sampling method is the best way to select a group of people for a study if you are interested in making statements about the larger population?

Convenience sampling

Quota sampling

Purposive sampling

**Random sampling**

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc7.htm>

Q#27

**Question No: 31 ( Marks: 1 ) - Please choose one**

In which of the following conditions, each part of the construct should be measured with at least one indicator?

Unidimensionality

Scale

Weighing

**Index Construction**

(Page 102)

Each part of the construct should be measured with at least one indicator. Of course, it is better to measure the parts of a construct with multiple indicators.

**Question No: 32 ( Marks: 1 ) - Please choose one**

Which of the following number of variables involved in Descriptive Statistics?

Bivariate

Multivariate

Univariate

**All of the given options**

**Ref. Page No. 105 :** *Descriptive statistics* describe numerical data. They can be categorized by the number of variables involved: univariate, bivariate, or multivariate (for one, two, and three or more variables).

**Question No: 33 ( Marks: 1 ) - Please choose one**

All of the following are types of personal communication, except;

Letters

Memos

Telephone conversations

**Emails**

Page 167

**Personal communication** through letters, memos, telephone conversations, and the like, should be cited in the text only and not included in the reference list since these are not retrievable data.:

**Question No: 34 ( Marks: 1 ) - Please choose one**

Which of the following terms refers to a statistical method that can be used to statistically equate groups on a pretest or some other variable?

Experimental control

Differential influence

Matching

**Analysis of covariance**

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>

Q#7

**Question No: 35 ( Marks: 1 ) - Please choose one**

In an experimental research study, the primary goal is to isolate and identify the effect produced by which of the following?

Dependent variable

Extraneous variable

**Independent variable**

Confounding variable

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>

Q#23

**Question No: 36 ( Marks: 1 ) - Please choose one**

Which of the following is referred to as the influence of a single independent variable?

Interaction effect

Reactive effect

**Main effect**

Proactive effect

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>

Q#27

**Question No: 37 ( Marks: 1 ) - Please choose one**

Which of the following is the process of marking segments of data with symbols, descriptive words or category?

Concurring

**Coding**

Coloring

Segmenting

Page 38

Coding may be the assigning of numbers or symbols before it goes to the computer.

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc17.htm>

**Question No: 38 ( Marks: 1 ) - Please choose one**

A census taker often collects data through which of the following?

Standardized tests

**Interviews**

Secondary data

Observations

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc6.htm>

Q#20

**Question No: 39 (Marks: 1) - Please choose one**

Which one is NOT an advantage of personal interviewing?

**Interviewer influence**

Probing complex questions

Visual aids

High completion rate

<http://free-books-online.org/mathematics/business-mathematics-statistics/research-methods-business-mathematics-statistics/survey-research-2/>

**Question No: 40 (Marks: 1) - Please choose one**

All of the following are the characteristics of scientific methods of research, EXCEPT;

Cumulative

Deterministic

**Unethical**

Rationalism

Page 3 to 5

**Solved By**  
**Asma Saeed, Fariha Maqbool**  
**Mehwish, Anam Aslam, Ahmed, Ramiz and Kamran Haider**

**FINAL TERM EXAMINATION**

**Fall 2009**

**STA630- Research Methods (Session - 1)**

**Question No: 1 ( Marks: 1 ) - Please choose one**

---

Research method is applicable in all of the following fields, Except.

- ▶ Health care
- ▶ Business
- ▶ Government offices
- ▶ Religion

Page #1

Educators, administrators, government officials, business leaders, human service providers, health care professionals, regularly use social research findings in their jobs.

**Question No: 2 ( Marks: 1 ) - Please choose one**

---

Which of the following statements is false about variables?

- ▶ Discrete variables allow measurement of an infinite number of fractions of units of measurement.
- ▶ Discrete variables can only have whole number values.
- ▶ Continuous numbers can only have whole number values.
- ▶ Continuous measures do not allow for scores that fall between two number values.

REF:

[http://www.uk.sagepub.com/breakwell/downloads/mcq/mcq\\_03/mcq\\_03.htm](http://www.uk.sagepub.com/breakwell/downloads/mcq/mcq_03/mcq_03.htm)

**Question No: 3 ( Marks: 1 ) - Please choose one**

---

A variable that is presumed to cause a change in another variable is known as:

- ▶ Discontinuous variable
- ▶ Dependent variable
- ▶ Independent variable
- ▶ Intervening variable

Page 19

**Question No: 4 ( Marks: 1 ) - Please choose one**

---

Which of the following statements best defines hypothesis?

- ▶ A quantitative study.
- ▶ A tentative prediction of the results of the research.

- ▶ A qualitative research design.
- ▶ The operational definition of the study.

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_8/38/9865/2525651.cw/content/index.html](http://wps.prenhall.com/chet_airasian_edresearch_8/38/9865/2525651.cw/content/index.html)

Q#24

**Question No: 5 ( Marks: 1 ) - Please choose one**

---

Which of the following is the BEST hypothesis?

- ▶ Students taking formative quizzes will perform better on exams at the end of the chapter than students not taking these quizzes.
- ▶ Taller students will have higher test scores than shorter students.
- ▶ Students taught in a cooperative group setting should do better than students in a traditional class.
- ▶ Students using laptops will do well.

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_8/38/9865/2525651.cw/content/index.html](http://wps.prenhall.com/chet_airasian_edresearch_8/38/9865/2525651.cw/content/index.html)

Q#25

**Question No: 6 ( Marks: 1 ) - Please choose one**

---

Which of the following is the characteristic/s of Hypotheses in qualitative research studies?

- ▶ Hypotheses are very specific and stated prior to beginning the study.
- ▶ Hypotheses are never used.
- ▶ Hypotheses are often generated as the data are collected, interpreted, and analyzed.
- ▶ Hypotheses are always stated after the research study has been completed.

REF:

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc3.htm>

Q#24

**Question No: 7 ( Marks: 1 ) - Please choose one**

---

A formal statement of the research question or “purpose of research study” generally:

- ▶ Is made prior to the literature review
- ▶ Is made after the literature review
- ▶ Will help guide the research process
- ▶ Is made before or after literature review

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc3.htm>

Q#18

**Question No: 8 ( Marks: 1 ) - Please choose one**

---

Which of the following refers to "A review that only demonstrates familiarity with an area is rarely published but it often is part of an educational program in which type of review"?

- ▶ Integrative review

- ▶ Theoretical review
- ▶ Self-study review
- ▶ Historical review

**Page 26**

**1. Self-study reviews** increase the reader's confidence. A review that only demonstrates familiarity with an area is rarely published but it often is part of an educational program. In addition to giving others confidence in a reviewer's command of field, it has the side benefit of building the reviewer's self confidence.

**Question No: 9 ( Marks: 1 ) - Please choose one**

---

Quantitative research has been criticised because:

- ▶ The reliance on instruments and procedures makes it high in ecological validity.
- ▶ The measurement process suggests a spurious and artificial sense of accuracy.
- ▶ It underestimates the similarities between objects in the natural and social worlds.
- ▶ It has no validity.

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch06/>

Q#8

**Question No: 10 ( Marks: 1 ) - Please choose one**

---

Internal consistency estimates of reliability such as the KR-20 or Cronbach's alpha are used more frequently than other estimates such as test-retest or parallel forms because internal consistency estimates;

- ▶ Are easily calculated.
- ▶ Require only one administration of a test.
- ▶ Are more accurate than all other types of estimates.
- ▶ Are usually higher.

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1489/381232.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381232.cw/index.html)

Q#5

**Question No: 11 ( Marks: 1 ) - Please choose one**

---

Which of the following functions is performed by the Nominal scale?

- ▶ Categorize
- ▶ Distance
- ▶ Order
- ▶ Unique origin

Page 53

**Question No: 12 ( Marks: 1 ) - Please choose one**

---

Categorical measures are forms of measurement classified as;

- ▶ Measures that reflect quantitative differences.
- ▶ Measures that reflect qualitative differences.
- ▶ Measures that do not require mutual exclusivity or exhaustiveness when devising a measuring system.
- ▶ Rationale measures.

[http://www.uk.sagepub.com/breakwell/downloads/mcq/mcq\\_03/mcq\\_03.htm](http://www.uk.sagepub.com/breakwell/downloads/mcq/mcq_03/mcq_03.htm)

Q#2

**Question No: 13 ( Marks: 1 ) - Please choose one**

---

Which of the following statements relates to concurrent validity?

- ▶ The measure apparently reflects the content of the concept in question.
- ▶ A criterion is employed on which cases are known to differ.
- ▶ A future criterion is employed on which cases are known to differ.
- ▶ A measure is gauged by comparing it to measures of the same concept developed through other methods.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch06/>

Q#4

**Question No: 14 ( Marks: 1 ) - Please choose one**

---

If a measure is consistent over multiple occasions, it has:

- ▶ Inter-rater reliability
- ▶ Construct validity
- ▶ Internal validity
- ▶ Test-retest reliability

Page#57

Test-Retest Reliability

Used to assess the consistency of a measure from one time to another.

Test-Retest Reliability

■ Procedure

Measure the same individuals at two points in time and then calculate the correlation coefficient between the first and second test scores

To test the reliability of an intelligence test, the test is given to a group of people on one day and again a week later

**Question No: 15 ( Marks: 1 ) - Please choose one**

---

The validity of a measure refers to which of the following?

- ▶ Consistency of the measurement
- ▶ Particular type of construct specification
- ▶ Comprehensiveness with which it measures the construct
- ▶ Accuracy with which it measures the construct

[http://books.google.com/books?id=osJ83m1x1cUC&pg=PA138&dq=validity+of+a+measure+refers&hl=en&ei=KH40Td3bFdDO4gbpzMzGDg&sa=X&oi=book\\_result&ct=result&resnum=5&ved=0CDcQ6AEwBA#v=onepage&q=validity%20of%20a%20measure%20refers&f=false](http://books.google.com/books?id=osJ83m1x1cUC&pg=PA138&dq=validity+of+a+measure+refers&hl=en&ei=KH40Td3bFdDO4gbpzMzGDg&sa=X&oi=book_result&ct=result&resnum=5&ved=0CDcQ6AEwBA#v=onepage&q=validity%20of%20a%20measure%20refers&f=false)

**Question No: 16 ( Marks: 1 ) - Please choose one**

---

In which of the following types of interview, questions are already prepared?

- ▶ Telephonic interview
- ▶ Personal interview
- ▶ Unstructured interview
- ▶ Structured interview

Page 83

Information is obtained in a structured conversation in which the interviewer asks prearranged questions and records answers, and the respondent answers.

**Question No: 17 ( Marks: 1 ) - Please choose one**

---

Which of the following is NOT an example of a problem with using survey research to investigate behaviour?

- ▶ Respondents tend to answer by giving the most socially desirable answer.
- ▶ Respondents may inadvertently omit key terms in the question.
- ▶ Respondents may not give an honest reply to what they see as a threatening question.
- ▶ Respondents may be unwilling to reveal information as they believe they are likely to be identified.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch11/>

Q#1

**Question No: 18 ( Marks: 1 ) - Please choose one**

---

Which of the following statements might assist response rates?

- ▶ Please photocopy the questionnaire five times and pass on to your work colleagues.
- ▶ Please make sure that the questionnaire is completed with a fountain pen.
- ▶ Please read the attached journal article on the ontological foundations of positivism prior to completing the questionnaire.
- ▶ Please put the completed questionnaire in the enclosed stamped addressed envelope and place in the mail out tray.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch09/>

Q#3

**Question No: 19 ( Marks: 1 ) - Please choose one**

---

After you locate a source, you should write down all details of the reference, except;

- ▶ Volumes
- ▶ Full names of the authors
- ▶ Titles
- ▶ Price

Page 29

After you locate a source, you should write down all details of the reference (full names of the authors, titles, volumes, issue, pages)

**Question No: 20 ( Marks: 1 ) - Please choose one**

---

The small scale trial run of a particular item is called \_\_\_\_\_.

- ▶ Test Run
- ▶ Pilot test
- ▶ Post hoc test
- ▶ T test

Page#80

Pilot testing also called pre-testing means small scale trial run of a particular component; here we are referring to pilot testing of the questionnaire.

**Question No: 21 ( Marks: 1 ) - Please choose one**

---

Which of the following provides insight into the complexity of using interviews?

▶ Potential influence of gender or cultural differences between interviewer and interviewee

▶ The accuracy of the interviewee's responses

▶ The different semantic meanings of the language being used

▶ Accuracy, influences and language used

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1489/381400.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381400.cw/index.html)

---

**Question No: 22 ( Marks: 1 ) - Please choose one**

Ms. K sampled the brightest students in the fifth grade at her school. She observed them in their classes at school and as they interacted with teachers and students when on campus. Her observation can be characterized as which of the following?

▶ Historical research

▶ Typical case sampling

▶ Totally structured

▶ Naturalistic

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1489/381347.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381347.cw/index.html)

Q#6

---

**Question No: 23 ( Marks: 1 ) - Please choose one**

Which of the following could indicate a statistically significant correlation?

▶ 0.12

▶ 0.34

▶ -0.45

▶ Either .34 or -.45

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381653.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381653.cw/index.html)

Q#8

---

**Question No: 24 ( Marks: 1 ) - Please choose one**

Which of the following involves getting an initial sense of the data by considering field notes, transcripts, or observer comments?

▶ Data management

▶ Reading and memoing

▶ Describing the content and participants

▶ Classifying and interpreting

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381473.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381473.cw/index.html)

Q#6

---

**Question No: 25 ( Marks: 1 ) - Please choose one**

Which of the following is NOT a strategy that can guide data interpretation?

▶ Pay attention to your topic or research focus as it will help guide your selection of important parts of your data.

▶ Examine categories with large amounts of data as they are likely identifying important concepts.

▶ Examine existing studies related to your topic to identify potential interpretative frameworks.

▶ Pay attention to your preconceived notions of the meaning of the data as it reflects a "grounded" perspective.

Q#3

**Question No: 26 ( Marks: 1 ) - Please choose one**

---

A researcher believes that the effects of a treatment will be different for males and females. Which one is the best method to test this possible interaction?

- ▶ Single-subject design
- ▶ Factorial design
- ▶ Time-series design
- ▶ Quasi-experimental design

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1491/381820.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381820.cw/index.html)

Q#17

**Question No: 27 ( Marks: 1 ) - Please choose one**

---

The best single-subject design to use, when it would be unethical to discontinue treatment indefinitely, would likely be:

- ▶ A-B-A-B
- ▶ A-B
- ▶ A-B-A
- ▶ Quasi-experimental

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1491/381820.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381820.cw/index.html)

Q#19

**Question No: 28 ( Marks: 1 ) - Please choose one**

---

Which term technically describes a situation in which an observer's work in a first-grade classroom disrupts the normal routines due to the curiosity of the students?

- ▶ Observer effect
- ▶ Participant effect
- ▶ Nonparticipant bias
- ▶ Observer bias

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1489/381347.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381347.cw/index.html)

Q#19

**Question No: 29 ( Marks: 1 ) - Please choose one**

---

If the researcher promises anonymity to research participants, what can he **not** use?

- ▶ Questionnaires.
- ▶ Participant observation
- ▶ Self-report research
- ▶ Cross-sectional research

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381582.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html)

Q#18

**Question No: 30 ( Marks: 1 ) - Please choose one**

---

Which component of a research report contains information about the topic studied, literature review, hypotheses, participants, instruments, procedures, results, and discussion?

- ▶ Preliminary pages
- ▶ Main body
- ▶ Method

- ▶ Discussion

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_8/38/9872/2527359.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_8/38/9872/2527359.cw/index.html)

Q#3

**Question No: 31 ( Marks: 1 ) - Please choose one**

---

Which of the following represents the correct order for five main sections of a dissertation?

- ▶ Conclusion, Introduction, Methods, Literature Review, Results.
- ▶ Methods, Results, Conclusion, Literature Review, Introduction.
- ▶ Literature Review, Results, Methods, Introduction, Conclusion.
- ▶ Introduction, Literature Review, Methods, Results, Conclusion.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch03/>

Q#10

**Question No: 32 ( Marks: 1 ) - Please choose one**

---

A focus group session is ideally for;

- ▶ 1 hour
- ▶ 1 and half hour
- ▶ 2 hours
- ▶ More than 2 hours

Page#155

For duration, a focus group session typically lasts up to an hour and a half.

**Question No: 33 ( Marks: 1 ) - Please choose one**

---

Which of the following refers to the partials replicate or reproduce the same relationship that existed in the bivariate table before considering the control variable?

- ▶ Replication pattern
- ▶ Specification pattern
- ▶ Suppressor variable pattern
- ▶ Negative linear relationship

Page#110

The **replication pattern** is the easiest to understand. It is when the partials replicate or reproduce the same relationship that existed in the bivariate table before considering the control variable. It means that the control variable has no effect.

**Question No: 34 ( Marks: 1 ) - Please choose one**

---

Which of the following is not a way to manipulate an independent variable?

- ▶ Random technique
- ▶ Amount technique
- ▶ Type technique
- ▶ Presence technique

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>

Q#8

**Question No: 35 ( Marks: 1 ) - Please choose one**

---

Which of the following could be used for randomly assigning participants to groups in an experimental study?

- ▶ Split-half
- ▶ Even versus Odd numbers
- ▶ Use a list of random numbers or a computer randomization program
- ▶ Let the researcher decide which group will be the best

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>

Q#15

---

**Question No: 36 ( Marks: 1 ) - Please choose one**

Which of the following designs does an excellent job of controlling for rival hypotheses that threaten the internal validity of an experiment?

- ▶ Posttest-only design with nonequivalent groups
- ▶ Posttest-only control-group design
- ▶ Pretest-posttest control-group design
- ▶ Posttest-only design without nonequivalent groups

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>

Q#18

---

**Question No: 37 ( Marks: 1 ) - Please choose one**

In an experimental research study, the primary goal is to isolate and identify the effect produced by which of the following?

- ▶ Dependent variable
- ▶ Extraneous variable
- ▶ Independent variable
- ▶ Confounding variable

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>

Q#23

Handouts page#112

---

**Question No: 38 ( Marks: 1 ) - Please choose one**

What is the particular advantage of secondary analysis to business students?

- ▶ It is less challenging intellectually
- ▶ It guarantees positive results
- ▶ It is less expensive and less time consuming than primary analysis
- ▶ It enables students to gain experience of the workplace

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch13/>

Q#2

---

**Question No: 39 ( Marks: 1 ) - Please choose one**

Why do many data sets used for secondary analysis, contain high quality data?

- ▶ Because the data is presented attractively
- ▶ Because rigorous sampling procedures are commonly used
- ▶ Because the data sets focus on specific regions and issues
- ▶ Because the data is kept confidential

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch13/>

Q#3

**Question No: 40 ( Marks: 1 ) - Please choose one**

---

Which of the following types of analysis can be done using secondary analysis?

- ▶ The analysis of specific subgroups
- ▶ Longitudinal analysis
- ▶ Cross-cultural analysis
- ▶ All of the given options

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch13/>

Q#4

**Question No: 41 ( Marks: 1 ) - Please choose one**

---

When an interviewer unintentionally and mistakenly checks the wrong response on a checklist during an interview, this is an example of:

- ▶ Social desirability bias
- ▶ Interviewer error
- ▶ Interviewer cheating
- ▶ Sponsorship bias

[http://books.google.com.pk/books?id=BJil19CAGQwC&pg=PA393&dq=Interviewer+cheating&hl=en&ei=c3YhTazRIoGaOvDHZJ0J&sa=X&oi=book\\_result&ct=result&resnum=4&ved=0CDIQ6AEwAw#v=onepage&q=Interviewer%20cheating&f=false](http://books.google.com.pk/books?id=BJil19CAGQwC&pg=PA393&dq=Interviewer+cheating&hl=en&ei=c3YhTazRIoGaOvDHZJ0J&sa=X&oi=book_result&ct=result&resnum=4&ved=0CDIQ6AEwAw#v=onepage&q=Interviewer%20cheating&f=false)

**Question No: 42 ( Marks: 1 ) - Please choose one**

---

When an interviewer asks the respondent to state which of six salary categories represents his gross income the previous year, this is an example of a:

- ▶ Social desirability question
- ▶ Disguised question
- ▶ Structured question
- ▶ Unstructured question

**Question No: 43 ( Marks: 1 ) - Please choose one**

---

"Can you tell me more about what you mean by that?" is an example of:

- ▶ A mall intercept
- ▶ A probe
- ▶ A self-administered questionnaire
- ▶ All of the given options

Page 84

**Question No: 44 ( Marks: 1 ) - Please choose one**

---

Interviews with respondents that take place in shopping malls are called:

- ▶ Interviewer influence
- ▶ Mixed-mode surveys
- ▶ Protesting
- ▶ Mall intercept interviews

Page 66

Personal interviews conducted in shopping malls are referred to as mall intercept interviews.

**Question No: 45 ( Marks: 1 ) - Please choose one**

---

A questionnaire that collects information that is valid is said to be:

- ▶ Reliable
- ▶ Relevant
- ▶ Balanced
- ▶ Accurate

**Question No: 46 ( Marks: 1 ) - Please choose one**

---

All of the following are guidelines that help prevent the most common mistakes in designing questions **EXCEPT**:

- ▶ Avoid complexity
- ▶ Avoid personal questions
- ▶ Avoid leading questions
- ▶ Avoid double-barreled questions

Page #78

**Question No: 47 ( Marks: 1 ) - Please choose one**

---

When a respondent in a personal interview is asked questions about shopping at a specific department store in the shopping mall, and then is asked general questions about shopping at that mall, what type of mistake has been made in questionnaire design?

- ▶ Double-barreled effect
- ▶ Filter effect
- ▶ Loaded effect
- ▶ Order bias

Page 78

**Question No: 48 ( Marks: 1 ) - Please choose one**

---

Which of the following is a non probability sampling technique in which an experienced individual selects the sample based on his or her judgment about some appropriate characteristics required of the sample member?

- ▶ Subjective sample
- ▶ Stratified sample
- ▶ Judgment sample
- ▶ Cluster sample

Judgment Sampling

- Also called purposive sampling
- An experienced individual selects the

sample based on his or her judgment  
about some appropriate characteristics  
required of the sample member

<http://cvlearn.com/Documents/Sample%20Designs%20and%20Sampling%20Procedures.pdf>

---

**Question No: 49 ( Marks: 1 ) - Please choose one**

In which type of sampling is a sub sample drawn using simple random sampling within each stratum?

- ▶ Cluster sampling
- ▶ Stratified sampling
- ▶ Systematic sampling
- ▶ Convenience sampling

Page#94

Hence in stratified random sampling a sub sample is drawn utilizing simple random sampling within each stratum. (Randomization is not done for quota sampling).

---

**Question No: 50 ( Marks: 1 ) - Please choose one**

When a field interviewer records an impossible answer (e.g. birth date: 1850), this means that the data need to be:

- ▶ Coded
- ▶ Deleted
- ▶ Edited
- ▶ None of the given options

Page#97

**Editing**

Occasionally, a fieldworker makes a mistake and records an improbable answer (e.g., birth year: 1843) or interviews an ineligible respondent (e.g., someone too young to qualify).

---

**Question No: 51 ( Marks: 1 ) - Please choose one**

All of the following are software packages that can be used for data analysis **EXCEPT**:

- ▶ SPSS
- ▶ SAS
- ▶ Excel
- ▶ Word

<http://www.stattutorials.com/>

---

**Question No: 52 ( Marks: 1 ) - Please choose one**

When initial subjects are selected randomly and additional subjects are obtained from recommendations of names from the initial subjects, this sampling technique is called:

- ▶ Judgment sample
- ▶ Snowball

- ▶ Convenience sample
- ▶ Cluster sample

Page#91

And also here is link

[http://wiki.answers.com/Q/You\\_are\\_in\\_charge\\_of\\_promoting\\_a\\_new\\_flavor\\_of\\_toothpaste\\_yet\\_to\\_be\\_produced\\_in\\_a\\_toothpaste\\_manufacturing\\_unit\\_Which\\_sampling\\_techniques\\_will\\_you\\_use\\_to\\_get\\_the\\_required\\_data\\_from\\_a\\_population](http://wiki.answers.com/Q/You_are_in_charge_of_promoting_a_new_flavor_of_toothpaste_yet_to_be_produced_in_a_toothpaste_manufacturing_unit_Which_sampling_techniques_will_you_use_to_get_the_required_data_from_a_population)

Snowball sampling relies on referrals from initial subjects to generate additional subjects. While this technique can dramatically lower search costs, it comes at the expense of introducing bias because the technique itself reduces the likelihood that the sample will represent a good cross section from the population.

**Question No: 53 ( Marks: 1 ) - Please choose one**

When a local television station sends a crew to interview joggers in the Iqbal park on a beautiful spring day, this represents what type of sample?

- ▶ Cluster sample
- ▶ Convenience sample
- ▶ Multistage area sample
- ▶ Systematic sample

Page#90

**Question No: 54 ( Marks: 1 ) - Please choose one**

In a typical line graph, the \_\_\_\_\_ variable is shown on the vertical y-axis and the \_\_\_\_\_ variable is shown on the horizontal x-axis.

- ▶ Dependent; independent
- ▶ Ratio; nominal
- ▶ Independent; dependent
- ▶ Primary; secondary

[http://books.google.com.pk/books?id=ifLei-KbC\\_cC&pg=PA77&lpg=PA77&dq=In+a+typical+line+graph+independent+variable+is+shown+on+the+vertical+y-axis&source=bl&ots=nCL5LJbF3b&sig=2HUGkg9kdwDpKbOXXK6uNi-Miymk&hl=en&ei=WBEiTcLZM4\\_zsgbbna3WAg&sa=X&oi=book\\_result&ct=result&resnum=7&ved=0CEIQ6AEwBg#v=onepage&q=Line%20graphs&f=false](http://books.google.com.pk/books?id=ifLei-KbC_cC&pg=PA77&lpg=PA77&dq=In+a+typical+line+graph+independent+variable+is+shown+on+the+vertical+y-axis&source=bl&ots=nCL5LJbF3b&sig=2HUGkg9kdwDpKbOXXK6uNi-Miymk&hl=en&ei=WBEiTcLZM4_zsgbbna3WAg&sa=X&oi=book_result&ct=result&resnum=7&ved=0CEIQ6AEwBg#v=onepage&q=Line%20graphs&f=false)

**Question No: 55 ( Marks: 1 ) - Please choose one**

Which of the following means that there is an alternative explanation beyond the experimental variables for any observed differences in the dependent variables?

- ▶ Confound
- ▶ Interaction
- ▶ Randomization

- ▶ Repeated measures

Page #112

**Question No: 56 ( Marks: 1 ) - Please choose one**

---

Which experimental design has the following symbols: O1 X O2?

- ▶ Solomon four-group design
- ▶ Static group design
- ▶ One-group pretest-posttest design
- ▶ None of the given options

Page#118

**Question No: 57 ( Marks: 1 ) - Please choose one**

---

Which of the following is critical when conducting experimental research because it allows researchers to return subjects to normal?

- ▶ Manipulation check
- ▶ Cohort analysis
- ▶ Debriefing
- ▶ Deception

**Question No: 58 ( Marks: 1 ) - Please choose one**

---

All of the following elements of Observation is/are included in Non Reactive research EXCEPT:

- ▶ Count Behaviors
- ▶ Time Duration
- ▶ External Appearance
- ▶ Other Records

Page#124

**Question No: 59 ( Marks: 1 ) - Please choose one**

---

Which of the following is an advantage of focus group interviews?

- ▶ Provide multiple perspectives
- ▶ Low degree of scrutiny
- ▶ Inexpensive
- ▶ Easy to use for sensitive topics

Page#156

The primary advantage of focus groups is its ability to quickly and inexpensively grasp the core issues of the topic.

<http://www.webcredible.co.uk/user-friendly-resources/web-usability/focus-groups.shtml>

**Question No: 60 ( Marks: 1 ) - Please choose one**

---

Which of the following is the ideal size of a focus group?

- ▶ 1-2 participants
- ▶ 3-5 participants

- ▶ 6-12 participants
- ▶ 12-20 participants

Page#152

A focus group discussion is a group discussion of 6-12 persons guided by a facilitator, during which group members talk freely and spontaneously about a certain topic.

---

**Question No: 61 ( Marks: 1 ) - Please choose one**

The written set of guidelines that describes an outline of topics to be covered by a focus group moderator is called a:

- ▶ **Discussion guide**
- ▶ Concept test
- ▶ Case study
- ▶ All of the given options

<http://www.answers.com/topic/focus-group>

A focus group is a marketing research tool in which a small group of people (typically eight to ten individuals) engages in a roundtable discussion of selected topics of interest in an informal setting. The focus group discussion is typically directed by a moderator who guides the discussion in order to obtain the group's opinions about or reactions to specific products or marketing-oriented issues, known as test concepts.

---

**Question No: 62 ( Marks: 1 ) - Please choose one**

In a prepared report, which of the following comes first?

- ▶ **Title fly page**
- ▶ Executive summary
- ▶ Table of contents
- ▶ Title page

Page#159

---

**Question No: 63 ( Marks: 1 ) - Please choose one**

In a prepared report, what should follow the discussion section?

- ▶ Tables
- ▶ Title page
- ▶ **References**
- ▶ Abstract

Page#160

---

**Question No: 64 ( Marks: 1 ) - Please choose one**

Constructing a detailed moderator's outline for use during the focus group interviews involves extensive discussions among the \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

- ▶ Researcher; moderator; and respondents
- ▶ **Researcher; client; moderator**
- ▶ Researcher; client; respondent
- ▶ Client; respondent; moderator

[http://books.google.com.pk/books?id=TKb8iORscegC&pg=PA148&lpg=PA148&dq=the+focus+group+interviews+involves+extensive+discussions+among+the+Researcher%3B+client%3B+moderator&source=bl&ots=xSwWEZTa6W&sig=Ur9N5kXYtI6unyNRbS5m3OFvTx4&hl=en&ei=8vAyTaeGKt3NjAeipeSoCg&sa=X&oi=book\\_result&ct=result&resnum=1&ved=0CBQQ6AEwAA#v=onepage&q=the%20focus%20group%20interviews%20involves%20extensive%20discussions%20among%20the%20Researcher%3B%20client%3B%20moderator&f=false](http://books.google.com.pk/books?id=TKb8iORscegC&pg=PA148&lpg=PA148&dq=the+focus+group+interviews+involves+extensive+discussions+among+the+Researcher%3B+client%3B+moderator&source=bl&ots=xSwWEZTa6W&sig=Ur9N5kXYtI6unyNRbS5m3OFvTx4&hl=en&ei=8vAyTaeGKt3NjAeipeSoCg&sa=X&oi=book_result&ct=result&resnum=1&ved=0CBQQ6AEwAA#v=onepage&q=the%20focus%20group%20interviews%20involves%20extensive%20discussions%20among%20the%20Researcher%3B%20client%3B%20moderator&f=false)

**Solved By**

**Asma Saeed, Fariha Maqbool**

**Mehvish, Anam Aslam, Ahmed, Ramiz and Kamran Haider**

**FINAL TERM EXAMINATION**

**Spring 2010**

**STA630- Research Methods (Session - 4)**

**Ref No: 1518507**

**Time: 90 min**

**Marks: 69**

Student Info	
StudentID:	
Center:	
ExamDate:	17 Aug 2010

For Teacher's Use Only									
Q No.	1	2	3	4	5	6	7	8	Total
Marks									
Q No.	9	10	11	12	13	14	15	16	
Marks									
Q No.	17	18	19	20	21	22	23	24	
Marks									
Q No.	25	26	27	28	29	30	31	32	
Marks									
Q No.	33	34	35	36	37	38	39	40	

<b>Marks</b>									
<b>Q No.</b>	<b>41</b>	<b>42</b>	<b>43</b>	<b>44</b>	<b>45</b>	<b>46</b>	<b>47</b>	<b>48</b>	
<b>Marks</b>									
<b>Q No.</b>	<b>49</b>	<b>50</b>	<b>51</b>	<b>52</b>	<b>53</b>				
<b>Marks</b>									

**Question No: 1 ( Marks: 1 ) - Please choose one**

An inductive logic is one that:

- ▶ Involves testing as explicitly defined hypothesis.
- ▶ Does not allow for findings to feed back into the body of knowledge.
- ▶ Uses quantitative methods whenever possible.
- ▶ **Allows theory to emerge out of the data.**

**Question No: 2 ( Marks: 1 ) - Please choose one**

Which of the following research questions is BEST answered using action research?

▶ **How can I improve the interaction of students of different ethnicity in my class?**

- ▶ What factors influence student interaction in multiethnic classes?
- ▶ Is there a difference between male and female acceptance of others in multiethnic classes?
- ▶ How do students from Asian countries adjust to classroom practices in U.S. schools?

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381508.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html)

**Question No: 3 ( Marks: 1 ) - Please choose one**

Which of the following is characteristic of action research?

- ▶ Variables are tightly controlled.
- ▶ Results are generalizable.
- ▶ Results demonstrate cause-and-effect relationships.
- ▶ **Data are usually qualitative.**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381508.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html)

**Question No: 4 ( Marks: 1 ) <http://vustudents.ning.com> - Please choose one**

Research may differ along a series of dimensions. Which of the following may be applied to this statement?

- ▶ The level of manipulation used to elicit data collection.
- ▶ The data-collection technique.
- ▶ The type of data collected.
- ▶ **Type, technique and manipulation of data collection.**

**Question No: 5 ( Marks: 1 ) - Please choose one**

---

Which of the following is NOT a drawback to free response items?

- ▶ Results from free response items take longer to analyze.
- ▶ Many participants tend not to answer free response items.
- ▶ Free response items allow participants to add information that was not directly requested.

▶ **Many participants tend to be less truthful in free response items.**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381582.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html)

---

**Question No: 6 ( Marks: 1 ) - Please choose one**

After you locate a source, you should write down all details of the reference, except;

- ▶ Volumes
- ▶ Full names of the authors
- ▶ Titles
- ▶ **Price**

pg29

**What to Record**

After you locate a source, you should write down all details of the reference (full names of the authors, titles, volumes, issue, pages)

---

**Question No: 7 ( Marks: 1 ) - Please choose one**

Which of the following is an example of a question about normative standards and values?

- ▶ How many workers are employed at this plant?
- ▶ What is your attitude towards the management at this plant?
- ▶ **Do you always cast your vote in trade union elections?**
- ▶ Are you aware of the main features of the European Union Directive for informing and consulting employees?

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch10/>

---

**Question No: 8 ( Marks: 1 ) - Please choose one**

Which of the following is NOT an example of a problem with using social survey research to investigate behaviour?

- ▶ Respondents tend to answer by giving the most socially desirable answer.
- ▶ Respondents may inadvertently omit key terms in the question.
- ▶ Respondents may not give an honest reply to what they see as a threatening question.
- ▶ **Respondents may be unwilling to reveal information as they believe they are likely to be identified.**

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch11/>

---

**Question No: 9 ( Marks: 1 ) - Please choose one**

Which of the following is an example of a dilemma that might face feminist business researchers conducting qualitative interviews with women?

- ▶ What role to adopt while interviewing male managers?
- ▶ How many female employees should be interviewed for a representative sample?

- ▶ How to overcome the issue of false consciousness?
- ▶ What data to use while publishing findings?

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch18/>

Q#9

**Question No: 10 ( Marks: 1 ) - Please choose one**

Which of the following is NOT characteristic of qualitative data?

- ▶ Rich descriptions
- ▶ Concise
- ▶ Voluminous
- ▶ Unorganized

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_8/38/9871/2527149.cw/content/index.html](http://wps.prenhall.com/chet_airasian_edresearch_8/38/9871/2527149.cw/content/index.html)

**Question No: 11 ( Marks: 1 ) - Please choose one**

Why is describing the context equally, as important aspect of qualitative data analysis as is describing the participants?

- ▶ Descriptions of context are more objective than descriptions of participants.
- ▶ Descriptions of context are based on facts, not perceptions.
- ▶ Participants' behavior cannot be separated from the context in which it occurs.
- ▶ Participants are the context.

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_8/38/9871/2527206.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_8/38/9871/2527206.cw/index.html)

Q#4

**Question No: 12 ( Marks: 1 ) - Please choose one**

Which one is not the part of non reactive research?

- ▶ Physical traces
- ▶ Archives
- ▶ Observations
- ▶ Interviews

Page#124

**Question No: 13 ( Marks: 1 ) - Please choose one**

The information gained by someone other than researcher conducting the study is called

- ▶ Primary data
- ▶ Reliable data
- ▶ Valid data
- ▶ Secondary data

page#131

Secondary data refer to information gathered by someone other than the researcher conducting the present study.

**Question No: 14 ( Marks: 1 ) - Please choose one**

Which of the following is **not** an example of historical comparative research?

- ▶ Social Forms

- ▶ Economic Forms
- ▶ Civil Wars
- ▶ Turnover

Page#143

**Question No: 15 ( Marks: 1 ) - Please choose one**

---

Which of the following would you recommend to a graduate student to ensure the quality of his research report?

- ▶ Write a detailed explanation of the methods used to investigate the problem.
- ▶ Explicitly state underlying assumptions related to the topic.
- ▶ Acknowledge the limitations of generalizability while assisting the reader in understanding the transferability of the findings.

▶ Detailed method, assumptions and limitation.

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381491.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381491.cw/index.html)

Q#2

**Question No: 16 ( Marks: 1 ) - Please choose one**

---

In which of the following Tests, we usually go for personal interviewing to test the questionnaire?

- ▶ Test Run
- ▶ Pilot Test
- ▶ Post Hoc Test
- ▶ T- Test

Page#80

**Question No: 17 ( Marks: 1 ) - Please choose one**

---

In which of the following Tests, we should come to know, does a questionnaire look like an integrated unit?

- ▶ Test Run
- ▶ Pilot Test
- ▶ Post Hoc Test
- ▶ T- Test

**Question No: 18 ( Marks: 1 ) - Please choose one**

---

Which of the following is that element or set of elements considered for selection in some stage of sampling?

- ▶ Parameter
- ▶ Sampling Unit
- ▶ Observation Unit
- ▶ Statistic

page#89

A sampling unit is that element or set of elements considered for selection in some stage of sampling.

**Question No: 19 ( Marks: 1 ) - Please choose one**

If you are going on the street and suddenly a TV reporter starts taking your interview regarding any issue, which of the following sampling technique is used by the TV reporter?

- ▶ Purposive Sampling
- ▶ Snowball Sampling
- ▶ Convenience Sampling
- ▶ Quota Sampling

Page#90

**Question No: 20 ( Marks: 1 ) - Please choose one**

Sampling in qualitative research is similar to which type of sampling in quantitative research?

- ▶ Simple random sampling
- ▶ Systematic sampling
- ▶ Quota sampling
- ▶ Purposive sampling

Sampling in qualitative research is similar to which type of sampling in quantitative research?

It is similar to purposive sampling.

[http://www.google.com.pk/#hl=en&biw=800&bih=411&q=Sampling+in+qualitative+research+is+similar+to+which+type+of+sampling+in+quantitative+research%3F++++++%E2%96%BA+Simple+random+sampling++++++%E2%96%BA+Systematic+sampling++++++%E2%96%BA+Quota+sampling++++++%E2%96%BA+Purposive+sampling&aq=f&aql=&oq=&gs\\_rfai=&fp=c4ef4ebbe35c98d0](http://www.google.com.pk/#hl=en&biw=800&bih=411&q=Sampling+in+qualitative+research+is+similar+to+which+type+of+sampling+in+quantitative+research%3F++++++%E2%96%BA+Simple+random+sampling++++++%E2%96%BA+Systematic+sampling++++++%E2%96%BA+Quota+sampling++++++%E2%96%BA+Purposive+sampling&aq=f&aql=&oq=&gs_rfai=&fp=c4ef4ebbe35c98d0)

See CH#9 in the above link

**Question No: 21 ( Marks: 1 ) - Please choose one**

Which of the following is NOT a type of Non-random sampling?

- ▶ Cluster sampling
- ▶ Convenience sampling
- ▶ Quota sampling
- ▶ Purposive sampling

Page#90\_92

**Question No: 22 ( Marks: 1 ) - Please choose one**

Historical-Comparative researchers sometimes use;

- ▶ Time-series data
- ▶ Primary data
- ▶ Secondary data
- ▶ Analyzed data

(PAGE 151)

**Question No: 23 ( Marks: 1 ) - Please choose one**

---

Which of the following refers to the partials replicate or reproduce the same relationship that existed in the bivariate table before considering the control variable?

▶ **Replication pattern**

- ▶ Specification pattern
- ▶ Suppressor variable pattern
- ▶ Negative linear relationship

(page 110)

**The replication pattern is the easiest to understand. It is when the partials replicate or reproduce the same relationship that existed in the bivariate table before considering the control variable.**

**Question No: 24 ( Marks: 1 ) - Please choose one**

---

As a researcher you need **Not** to;

- ▶ Master the literature
- ▶ Take numerous detailed notes
- ▶ Create a bibliography list

▶ **Learn your findings**

(page 147)

**As the researcher masters the literature and takes numerous detailed notes, he or she completes many specific tasks: creating a bibliography list (on cards or on computer) with complete citations, taking notes that are neither too skimpy nor too extensive, leaving margins on note cards for adding themes later on, taking all note in the same format, and developing a file on themes or working hypothesis.**

**A researcher adjusts initial concepts, questions, or focus on the basis of what he or she discovers in the evidence. New issues and questions arise as he or she reads and considers a range of research reports at different levels of analysis (e.g., general context and detailed narratives on specific topic), and multiple studies on a topic, crossing topic boundaries.**

**Question No: 25 ( Marks: 1 ) - Please choose one**

---

Which of the following relates with an abstract model of underlying relations or causal mechanism?

- ▶ Analysis
- ▶ **Synthesis**
- ▶ Results
- ▶ Findings

**Synthesis links specific evidence with an abstract model of underlying relations or causal mechanism**

**Question No: 26 ( Marks: 1 ) - Please choose one**

---

Which of the following control techniques available to the researcher, controls both known and unknown variables?

- ▶ Building the extraneous variable into the design
- ▶ Matching
- ▶ **Random assignment**
- ▶ Analysis of covariance

<http://www.southalabama.edu/coe/bset/johnson/lectures/lec9.htm>

**Question No: 27 ( Marks: 1 ) <http://vustudents.ning.com> - Please choose one**

Which of the following is more operational with the help of coding system?

- ▶ External Appearance
- ▶ Count Behaviors
- ▶ **Content analysis**
- ▶ Time Duration

<http://free-books-online.org/mathematics/business-mathematics-statistics/research-methods-business-mathematics-statistics/non-reactive-research-2/>

**Question No: 28 ( Marks: 1 ) - Please choose one**

What is the particular advantage of secondary analysis to business students?

- ▶ It is less challenging intellectually
- ▶ It guarantees positive results
- ▶ **It is less expensive and less time consuming than primary analysis**
- ▶ It enables students to gain experience of the workplace

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch13/>

**Question No: 29 ( Marks: 1 ) - Please choose one**

Which of the following similarity is found in Qualitative research and Survey research?

- ▶ Examine topics primarily from the participants' perspectives.
- ▶ They are guided by predetermined variables to study.
- ▶ **They are descriptive research methods.**
- ▶ Have large sample sizes.

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381582.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html)

**Question No: 30 ( Marks: 1 ) - Please choose one**

A single element or group of elements that is eligible for selection via the sampling process is called a:

- ▶ Sampling panel
- ▶ **Sampling unit**
- ▶ Sampling error
- ▶ Sampling quota

**Sample unit (subject) – single element selected in the sample; could be a group ( could be a two stage process)**

## **LECTURE 10 - SAMPLING FUNDAMENTALS**

**Question No: 31 ( Marks: 1 ) - Please choose one**

Codes are rules for \_\_\_\_\_ data.

- ▶ Classifying
- ▶ Interpreting
- ▶ Recording
- ▶ **All of the given options**

**Question No: 32 ( Marks: 1 ) - Please choose one**

Which of the following contain the captions for the rows of a table?

- ▶ **Boxheads**
- ▶ Footnotes
- ▶ Source notes
- ▶ None of the given options

<http://webcache.googleusercontent.com/search?q=cache:0yypXFrjn8sJ:nces.ed.gov/statpr og/styleguide/excel/appendixH.xls+Which+of+the+following+contain+the+captions+for +the+rows+of+a+table%3F+%E2%96%BA+Boxheads+%E2%96%BA+Footnotes+%E2 %96%BA+Source+notes+%E2%96%BA+None+of+the+given+options&cd=8&hl=en&c t=clnk&gl=pk>

**Question No: 33 ( Marks: 1 ) - Please choose one**

The experimental design that uses one-group, a treatment, and a posttest is called \_\_\_\_\_.

- ▶ **One-shot case study design**
- ▶ Pretest posttest control group design
- ▶ Solomon four-group design
- ▶ One-group pretest posttest design

**Page#117**

**One-shot Case Study Design: Also called the one-group posttest-only design, the one-shot case study design has only one group, a treatment, and a posttest.**

**Question No: 34 ( Marks: 1 ) - Please choose one**

When a researcher tries to say that the results of a test market in Karachi will hold in a national rollout of the new product, this researcher is concerned with:

- ▶ Internal validity
- ▶ The repeated measures effect
- ▶ Constant error
- ▶ External validity

**Question No: 35 ( Marks: 1 ) - Please choose one**

Obtaining secondary data is typically \_\_\_\_\_ and \_\_\_\_\_ expensive than obtaining primary data.

- ▶ Faster; more
- ▶ Slower; more
- ▶ **Faster; less**

- ▶ Slower; less

**Secondary data is readily available at cheap rates and is usually quite inexpensive.**

[http://wiki.answers.com/Q/What\\_is\\_the\\_advantages\\_of\\_secondary\\_market\\_research](http://wiki.answers.com/Q/What_is_the_advantages_of_secondary_market_research)  
[h](#)

**Question No: 36 ( Marks: 1 ) - Please choose one**

---

Which of the following is a disadvantage of secondary data?

- ▶ User has no control over their reliability and validity
- ▶ Inability to convert the data
- ▶ Typically require additional access to research respondents
- ▶ **All of the given options**

[http://books.google.com.pk/books?id=bwlAZHmjABeC&pg=PA31&dq=which+of+the+following+is+a+disadvantage+of+secondary+data%3F&hl=en&ei=ikknTaL0HsLvsgaw\\_LzUAg&sa=X&oi=book\\_result&ct=result&resnum=7&sqi=2&ved=0CEkQ6AEwBg#v=onepage&q&f=false](http://books.google.com.pk/books?id=bwlAZHmjABeC&pg=PA31&dq=which+of+the+following+is+a+disadvantage+of+secondary+data%3F&hl=en&ei=ikknTaL0HsLvsgaw_LzUAg&sa=X&oi=book_result&ct=result&resnum=7&sqi=2&ved=0CEkQ6AEwBg#v=onepage&q&f=false)

**Question No: 37 ( Marks: 1 ) - Please choose one**

---

The study of documents used by writers is a method of \_\_\_\_\_.

- ▶ In-depth analysis
- ▶ Time series analysis
- ▶ Regression analysis
- ▶ **None of the given options**

**Question No: 38 ( Marks: 1 ) - Please choose one**

---

Historical-Comparative research focuses on:

- ▶ Its broad historical processes
- ▶ Comparing forms
- ▶ Tracing the development of social forms
- ▶ **All of the given options**

**Historical-Comparative research focuses on:**

- **Tracing the development of social forms (patterns) overtime as well as its broad its broad historical processes, and**
- **Comparing those forms and its developmental processes across cultures (countries/nations).**

**Question No: 39 ( Marks: 1 ) - Please choose one**

---

When a manufacturer studies his most successful retailer in depth in order to determine some better ideas for displaying bicycles in its retail stores, this is an example of:

- ▶ An experiment
- ▶ A test market
- ▶ **A case study**
- ▶ Causal research

**Question No: 40 ( Marks: 1 ) - Please choose one**

---

An interview conducted by a trained moderator among a small group of respondents in an unstructured and natural manner is a \_\_\_\_\_.

- ▶ Depth interview
- ▶ **Focus group**
- ▶ Case study
- ▶ None of the given options

<http://www.scribd.com/doc/24201934/Definition-of-Marketing-Research>

---

**Question No: 41 ( Marks: 1 ) - Please choose one**

Which of the following represents this reference: **Riley, T., & Brecht, M. L. (1998). *The success in mentoring process*. In R. Williams (Ed.) *Mentoring and career success*. pp. 129-150. New York: Wilson Press.**

- ▶ Edited book
- ▶ Book by a single author
- ▶ Book by more than one author
- ▶ **Chapter in an edited book**

(page 165)

---

**Question No: 42 ( Marks: 1 ) - Please choose one**

Following are the characteristics of the research **EXCEPT**:

- ▶ Systematic
- ▶ Data based
- ▶ **Subjective approach**
- ▶ Scientific inquiry

**Therefore, research may be considered as an organized, systematic, data based, critical, objective, scientific inquiry or investigation into a specific problem, undertaken with the purpose of finding answers or solutions to it.( Page#2)**

---

**Question No: 43 ( Marks: 1 ) - Please choose one**

A variable that is likely to develop with the passage of time between the independent and dependent variable is called:

- ▶ Moderating Variable
- ▶ **Intervening Variable**
- ▶ Confounding Variable
- ▶ Predictor Variable

(PAGE 20)

---

**Question No: 44 ( Marks: 1 ) - Please choose one**

Which type of research is involved in preliminary data collection stage?

- ▶ Descriptive
- ▶ **Exploratory**
- ▶ Explanatory
- ▶ Cannot be determined at this stage of research

(page 36)

**Question No: 45 ( Marks: 1 ) - Please choose one**

---

Which one of the following is **NOT** a type of scales used in measurement of concepts?

- ▶ **Normal Scale**
- ▶ Ordinal Scale
- ▶ Interval scale
- ▶ Ratio Scale

**Question No: 46 ( Marks: 1 ) - Please choose one**

---

A measure is reliable if it provides consistent \_\_\_\_\_.

- ▶ Hypothesis
- ▶ **Results**
- ▶ Procedure
- ▶ Sensitivity

[http://books.google.com.pk/books?id=7cYOAAAAQAAJ&pg=PA231&lpg=PA231&dq=A+measure+is+reliable+if+it+provides+consistent+result&source=bl&ots=zHHSss5AQh&sig=DhejQH8ztWM\\_SzYoZozuUv5r4Xg&hl=en&ei=sLYnTbaIKIqW8QPJ3LHsAg&sa=X&oi=book\\_result&ct=result&resnum=2&ved=0CCAQ6AEwAQ#v=onepage&q=A%20measurement%20scale%20that%20provides%20consistent%20result&f=false](http://books.google.com.pk/books?id=7cYOAAAAQAAJ&pg=PA231&lpg=PA231&dq=A+measure+is+reliable+if+it+provides+consistent+result&source=bl&ots=zHHSss5AQh&sig=DhejQH8ztWM_SzYoZozuUv5r4Xg&hl=en&ei=sLYnTbaIKIqW8QPJ3LHsAg&sa=X&oi=book_result&ct=result&resnum=2&ved=0CCAQ6AEwAQ#v=onepage&q=A%20measurement%20scale%20that%20provides%20consistent%20result&f=false)

**Question No: 47 ( Marks: 1 ) - Please choose one**

---

Which of the following typically does NOT apply to observers in survey research studies?

- ▶ They observe predetermined activities.
- ▶ **They are participant observers.**
- ▶ They obtain information by watching rather than asking.
- ▶ They must be careful not to influence the activities they observe.

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381582.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html)

**Question No: 48 ( Marks: 1 ) - Please choose one**

---

Which of the following is NOT a longitudinal study?

- ▶ Panel study
- ▶ Trend study
- ▶ Cohort study
- ▶ **Census study**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381582.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html)

**Solved By**  
**Asma Saeed, Fariha Maqbool**  
**Mehwish, Anam Aslam, Ahmed, Ramiz and Kamran Haider**

Question No: 1 ( Marks: 1 ) - Please choose one

An experiment has high \_\_\_\_\_ if one has confidence that the experimental treatment has been the source of change in the dependent variable.

Internal validity

**External validity**

Internal and external validity

Internal and external reliability

Question No: 2 ( Marks: 1 ) - Please choose one

\_\_\_\_\_ is the arbitrary and subjective.

Probability sampling

**Non- Probability sampling**

Cluster sampling

All of the given options

**The selection of units in non-probability sampling is quite arbitrary,**

Question No: 3 ( Marks: 1 ) - Please choose one

Which of the following is NOT included in the stages of interviewing?

Asking questions

Recording the responses

Probing

**Coding the data**

**(Page no.83 and 84)**

Question No: 4 ( Marks: 1 ) - Please choose one  
Critical decision areas in questionnaire construction are\_\_\_\_\_

Question content

Question wording

Response strategy

**All of the given options** (most appealing)

Question No: 5 ( Marks: 1 ) - Please choose one  
\_\_\_\_\_ is based on the concept of random sampling.

Non- probability sampling

**Probability sampling**

Random sampling

Multiple sampling

**The simple random is the best known probability sample,**

Question No: 6 ( Marks: 1 ) - Please choose one  
A sampling design in which the elements in the population do NOT have a known or predetermined chance of being selected as sample subject is:

Convenience sampling

Stratified sampling

**Non-Probability sampling**

Probability sampling

Page No.90

[http://www.slidefinder.net/s/sampling\\_sample\\_design\\_jn602\\_week/5349303](http://www.slidefinder.net/s/sampling_sample_design_jn602_week/5349303)

Question No: 7 ( Marks: 1 ) - Please choose one  
\_\_\_\_\_ is the population for which results are required.

Finite population

Infinite population

**Target population**

None of the given options

Question No: 8 ( Marks: 1 ) - Please choose one

Which of the following technique yields a simple random sample?

Choosing volunteers from an introductory psychology class to participate

Listing the individuals by ethnic group and choosing a proportion from within each ethnic group at random

**Numbering all the elements of a sampling frame and then using a random number table to pick cases from the table**

Randomly selecting schools, and then sampling everyone within the school

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc7.htm>

Question No: 9 ( Marks: 1 ) - Please choose one

Which of the following designs permits a comparison of pretest scores to determine the initial equivalence of groups on the pretest before the treatment variable is introduced into the research setting.

(a) One-group pretest-posttest design

**(b) Pretest-posttest control group design**

(c) Posttest-only design with nonequivalent groups

(d) Both b and c

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>

Question No: 10 ( Marks: 1 ) - Please choose one

Where do you provide a step-by-step account of what the researcher and participants did during the research study?

Introduction

Abstract

**Procedure**

Design

<http://www.southalabama.edu/coe/bset/johnson/lectures/lec18.htm>

<http://dictionary.reference.com/browse/procedure>

Question No: 11 ( Marks: 1 ) - Please choose one

Which of the following has high response rate?

Mail interviewing

Telephone interviewing

**Personal interviewing**

None of the given options

[http://books.google.com.pk/books?id=FqF7n0zGJm0C&pg=PA380&lpg=PA380&dq=Personal+interviewing+has+high+response+rate&source=bl&ots=n5Hluy7k7b&sig=MUD7RdNcwC0DZXd7X\\_mnAXw\\_zJQ&hl=en&ei=-3AnTf24GsPrsgaeqsnCAg&sa=X&oi=book\\_result&ct=result&resnum=10&ved=0CFYQ6AEwCTgK#v=onepage&q=response%20rates%20are%20very%20high&f=false](http://books.google.com.pk/books?id=FqF7n0zGJm0C&pg=PA380&lpg=PA380&dq=Personal+interviewing+has+high+response+rate&source=bl&ots=n5Hluy7k7b&sig=MUD7RdNcwC0DZXd7X_mnAXw_zJQ&hl=en&ei=-3AnTf24GsPrsgaeqsnCAg&sa=X&oi=book_result&ct=result&resnum=10&ved=0CFYQ6AEwCTgK#v=onepage&q=response%20rates%20are%20very%20high&f=false)

Question No: 12 ( Marks: 1 ) - Please choose one  
Observation studies are also known as \_\_\_\_\_ research.

Experimental

**Field**

Quantitative

None of the given options

(page 134)

Question No: 13 ( Marks: 1 ) - Please choose one  
Open-ended questions provide primarily \_\_\_\_\_ data.

Unprocessed data

**Qualitative data**

All of the given options

None of the given options

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc6.htm>

Question No: 14 ( Marks: 1 ) - Please choose one  
Which one of the following is NOT a major method of data collection:

Questionnaires

Interviews

Focus groups

**All of the given options are methods of data collection**

[http://www.idrc.ca/en/ev-56606-201-1-DO\\_TOPIC.html](http://www.idrc.ca/en/ev-56606-201-1-DO_TOPIC.html)

Question No: 15 ( Marks: 1 ) - Please choose one  
Which of the following statement is incorrect?

In non participant observation the observer is just an observer.

**In participant observation, the data accuracy is high.**

Participant observation is also referred to as field research.

None of the given options  
(page 134 review again)

**FINAL TERM EXAMINATION**  
**Spring 2009**  
**STA630- Research Methods (Session - 1)**

**Marks: 80**

**Question No: 1 ( Marks: 1 ) - Please choose one**

Which of the following is NOT an assumption of action research?  
Action researchers have basic research skills to collect and analyze data.

All professionals need and want feedback on their performance.

**Results enable the researchers to evaluate the performance of others.**

Teachers are capable of assuming responsibility for their own professional growth.

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381508.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html)

  
<http://groups.google.com/group/vu-learning-pk>

**Question No: 2 ( Marks: 1 ) - Please choose one**

Which of the following statements is TRUE for operational definition?

It is one that bears no relation to the underlying concept.

It is an abstract, theoretical definition of a concept

**A definition of a concept in terms of specific and empirical measures.**

It is one that refers to opera singers and their work.

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch06/>

**Question No: 3 ( Marks: 1 ) - Please choose one**

Which of the following statements best defines hypothesis?

A quantitative study.

**A tentative prediction of the results of the research.**

A qualitative research design.

The operational definition of the study.

**Question No: 4 ( Marks: 1 ) - Please choose one**

When the research starts from the effects and tracing the reasons back in time, what does it called?

**Case study**

Experiment

Observation studies

Historical comparative research

**Ref. Page No.38:**It is more like a clinical analysis in retrospect; starting from the effect and tracing the reasons back in time. The researcher takes the history of the situation and makes use of any other relevant information about the case to identify the factors leading to the present situation

**Question No: 5 ( Marks: 1 ) - Please choose one**

The extent to which a test provides scores that are meaningful, appropriate, or useful is referred to as;

Reliability

Accuracy

Internal validity

**Validity**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_8/38/9866/2525945.cw/content/index.html](http://wps.prenhall.com/chet_airasian_edresearch_8/38/9866/2525945.cw/content/index.html)

**Question No: 6 ( Marks: 1 ) - Please choose one**

Mr. Hasan's son has applied to a high school in Florida, but the application was denied solely on his low score on the Iowa Test of Basic Skills (ITBS). His son wants to attend this school and contends his current grades and other standardized test scores speak well to both his past work and future academic capability. Which of the following characteristics of the ITBS is being questioned by this student?

Construct validity

Content validity

**Predictive validity**

Concurrent validity

(page 56)

**Question No: 7 ( Marks: 1 ) - Please choose one**

Internal consistency estimates of reliability such as the KR-20 or Cronbach's alpha are used more frequently than other estimates such as test-retest or parallel forms because internal consistency estimates;

Are easily calculated.

**Require only one administration of a test.**

Are more accurate than all other types of estimates.

Are usually higher.

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1489/381232.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381232.cw/index.html)

**Question No: 8 ( Marks: 1 ) - Please choose one**

Which of the following functions is performed by the Ordinal scale?

Categorize

Distance

**Order**

Unique origin

(page 53)

**Question No: 9 ( Marks: 1 ) - Please choose one**

Which of the following is measured by the Interval scale?

Order of the object

Magnitude of the object

Categorize the object

**All of the given options**

**Question No: 10 ( Marks: 1 ) - Please choose one**

Following are the properties of nominal scale, except;

Least powerful  
Suggest no order  
Provide categorical information  
**Provide magnitude of object**  
(page 53)

<http://groups.google.com/group/vu-learning-pk>

**Question No: 11 ( Marks: 1 ) - Please choose one**

What is the difference between interval/ratio and ordinal variables?  
Ordinal data can be rank ordered, but interval/ratio data cannot.

**The distance between categories is equal across the range of interval/ratio data.**

Interval/ratio variables contain only two categories.

Ordinal variables have a fixed zero point, whereas interval/ratio variables do not.

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch14/>

**Question No: 12 ( Marks: 1 ) - Please choose one**

A study design in which the researcher might create \_\_\_\_\_ to establish cause-and-effect relationship is called Experimental Design.

**An artificial setting, control some variables and manipulates the independent variable**

A natural setting, control some variables and manipulates the dependent variables

An artificial setting, control some variables and manipulates the dependent variable

All of the given options

(page 112)

**Question No: 13 ( Marks: 1 ) - Please choose one**

Which of the following would LEAST likely be a data source for an action research study

of "teachers' questioning techniques in social studies classes"?

Student questionnaires

Videotaping of classes

**Students' standardized test scores**

Classroom observation

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381508.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html)

**Question No: 14 ( Marks: 1 ) - Please choose one**

Teachers are advised to predict the results of student attitudinal questionnaires, because;  
It will help them decide if students answered truthfully.

**It gives them a point of comparison against which to judge actual responses.**

It will allow them to apply statistical procedures in analyzing results.  
It helps them familiarize themselves with the questionnaires.

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381508.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html)

**Question No: 15 ( Marks: 1 ) - Please choose one**

Which of the following is an example of a question about normative standards and values?

How many workers are employed at this plant?

What is your attitude towards the management at this plant?

**Do you always cast your vote in trade union elections?**

Are you aware of the main features of the European Union Directive for informing and consulting employees?

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch10/>

**Question No: 16 ( Marks: 1 ) - Please choose one**

Questions that include negatives should be avoided because:

The respondent may miss out the negative word.

The respondent may be unsure how to answer if the question includes a double negative.

The respondent may be led by the question.

**All of the given options.**

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch10/>

**Question No: 17 ( Marks: 1 ) - Please choose one**

Random assignment to treatment groups is characteristic of which kind of research?

Causal-comparative

Correlational

## **Experimental**

Descriptive

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1491/381743.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html)

### **Question No: 18 ( Marks: 1 ) - Please choose one**

Which of the following is likely to happen if clear instructions are not given as to how the respondent should answer the question?

Respondents may delete inappropriate answers rather than select appropriate ones.

Respondents may choose only one answer when they need to choose as many as apply.

Respondents may complete questions that are not relevant to them.

**All of the given options.**

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch09/>

### **Question No: 19 ( Marks: 1 ) - Please choose one**

Which of the following is NOT an example of a problem with using social survey research to investigate behaviour?

Respondents tend to answer by giving the most socially desirable answer.

Respondents may inadvertently omit key terms in the question.

Respondents may not give an honest reply to what they see as a threatening question.

**Respondents may be unwilling to reveal information as they believe they are likely to be identified.**

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch11/>

### **Question No: 20 ( Marks: 1 ) - Please choose one**

What is the main purpose of pilot testing?

To accumulate responses

To identify respondent

**To identify potential problems**

To evaluate the research

**purpose of pilot testing is to identify potential problems with the methods, logistics, and the questionnaire.**

<http://groups.google.com/group/vu-learning-pk>

**Question No: 21 ( Marks: 1 ) - Please choose one**

Which of the following sampling strategies was used when the three students with the highest GPAs were selected?

**Extreme case**

Snowball

Maximum variation

Normal case.

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1489/381384.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381384.cw/index.html)

**Question No: 22 ( Marks: 1 ) - Please choose one**

Which of the following best describes qualitative data analysis?

It begins after all the data has been collected.

**It is an ongoing, cyclic process integrated into all phases of research.**

It is an awkward, haphazard process.

It builds from abstraction to specific, concrete examples

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_8/38/9871/2527149.cw/content/index.html](http://wps.prenhall.com/chet_airasian_edresearch_8/38/9871/2527149.cw/content/index.html)

**Question No: 23 ( Marks: 1 ) - Please choose one**

Which of the following represents the most general conceptualization in qualitative data analysis?

Word

Topic

Category

**Pattern**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381483.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381483.cw/index.html)

**Question No: 24 ( Marks: 1 ) - Please choose one**

The control procedure that allows the researcher to determine the effect of the independent variable and the control variable on the dependent variable both separately and in combination is;

Analysis of covariance

Matching

**Forming subgroups to represent all levels of the control variable**

Randomization

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1491/381796.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381796.cw/index.html)

**Question No: 25 ( Marks: 1 ) - Please choose one**

Which of the following could NOT be a cause of variation in high school achievement?

Reading ability

Parental involvement

Teacher expectations

**College attendance**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1491/381743.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html)

**Question No: 26 ( Marks: 1 ) - Please choose one**

In experimental research, what does a researcher manipulate?

At least one dependent variable

All variables

**At least one independent variable**

At least one independent variable and one dependent variable

<http://www.researchconnections.org/childcare/datamethods/experimentsquasi.jsp;jsessionid=8033E8BB02D45133662993CA48384870>

[http://books.google.com.pk/books?id=j09b2rTVRsAC&pg=PA20&lpg=PA20&dq=In+experimental+research,+what+does+a+researcher+manipulate%3F+At+least+one+dependent+variable+All+variables+At+least+one+independent+variable+At+least+one+independent+variable+and+one+dependent+variable&source=bl&ots=noOlcPh4to&sig=LhpCUWqO49uOTgxWrXUVC6\\_dha4&hl=en&ei=RMImTeDJCMKt8QOBqJzlAg&sa=X&oi=book\\_result&ct=result&resnum=3&ved=0CCMQ6AEwAg#v=onepage&q&f=false](http://books.google.com.pk/books?id=j09b2rTVRsAC&pg=PA20&lpg=PA20&dq=In+experimental+research,+what+does+a+researcher+manipulate%3F+At+least+one+dependent+variable+All+variables+At+least+one+independent+variable+At+least+one+independent+variable+and+one+dependent+variable&source=bl&ots=noOlcPh4to&sig=LhpCUWqO49uOTgxWrXUVC6_dha4&hl=en&ei=RMImTeDJCMKt8QOBqJzlAg&sa=X&oi=book_result&ct=result&resnum=3&ved=0CCMQ6AEwAg#v=onepage&q&f=false)

**Question No: 27 ( Marks: 1 ) - Please choose one**

In an experimental study, "the effects of inclusion on academic self-concept of children with special needs", the researcher must control which of the following?

The selection of subjects but not their assignment to a treatment group.

**The selection and assignment of subjects.**

The assignment of subjects to a treatment group but not their selection.

Neither the selection nor assignment of subjects.

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1491/381820.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381820.cw/index.html)

**Question No: 28 ( Marks: 1 ) - Please choose one**

Ecological validity refers to:

The participants to whom results generalize

The instruments used to measure the independent and dependent variables

The internal validity of a study

**The context to which results generalize.**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1491/381820.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381820.cw/index.html)

**Question No: 29 ( Marks: 1 ) - Please choose one**

Many beginner researchers believe that research involves testing, treating, and testing again . This is an example of:

Comparison group research

Quasi-experimental research

True experimental research

**Pre-experimental research**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1491/381820.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381820.cw/index.html)

**Question No: 30 ( Marks: 1 ) - Please choose one**

Single-subject research is LEAST concerned with:

Clinical significance

Internal validity

Validity of measuring instruments

**External validity**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1491/381820.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381820.cw/index.html)

<http://groups.google.com/group/vu-learning-pk>

**Question No: 31 ( Marks: 1 ) - Please choose one**

On which component of his field notes did Mr. Majid focused when he expressed in his notes his thoughts and ideas about what he observed?

Description

**Reflection**

Protocol

Formal data

**Question No: 32 ( Marks: 1 ) - Please choose one**

In which section is the researcher allowed greater flexibility to express opinions, discuss implications for educational practice, and suggest additional research?

Review of the literature

Significance of the study

Results

**Discussion**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1492/382157.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1492/382157.cw/index.html)

**Question No: 33 ( Marks: 1 ) - Please choose one**

Determining the sample interval (represented by K), randomly selecting a number between 1 to K, and including each K element in your sample are the steps for which form of sampling?

Simple Random Sampling

Stratified Random Sampling

**Systematic Sampling**

Cluster sampling

[http://www.google.com.pk/#sclient=psy&hl=en&site=&source=hp&q=Determining+the+sample+interval+%28represented+by+K%29%2C+randomly+selecting+a+number+between+1+to+K%2C+and+including+each+K+element+in+your+sample+are+the+steps+for+which+form+of+sampling%3F+Simple+Random+Sampling+Stratified+Random+Sampling+Systematic+Sampling+Cluster+sampling&aq=f&aql=&oq=&gs\\_rfai=&pbx=1&fp=165a74728c73b339](http://www.google.com.pk/#sclient=psy&hl=en&site=&source=hp&q=Determining+the+sample+interval+%28represented+by+K%29%2C+randomly+selecting+a+number+between+1+to+K%2C+and+including+each+K+element+in+your+sample+are+the+steps+for+which+form+of+sampling%3F+Simple+Random+Sampling+Stratified+Random+Sampling+Systematic+Sampling+Cluster+sampling&aq=f&aql=&oq=&gs_rfai=&pbx=1&fp=165a74728c73b339)

## **Systematic sampling**

- Simple or stratified in nature

- Systematic in the “picking-up” of element. E.g. every 5th. visitor, every 10th. House, every 15th. minute
- Steps:

- \* Number the population (1,...,N)
- \* Decide on the sample size, n
- \* Decide on the interval size,  $k = N/n$
- \* Select an integer between 1 and k
- \* Take case for every kth. unit

**Question No: 34 ( Marks: 1 ) - Please choose one**

A focus group session is ideally for;

1 hour

**1 and half hour**

2 hours

More than 2 hours

**Page No.155 :** For duration, a focus group session typically lasts up to an hour and a half. Generally the first session with a particular type of group is longer than the following ones because all of the information is new.

**Question No: 35 ( Marks: 1 ) - Please choose one**

In an experimental research study, the primary goal is to isolate and identify the effect produced by which of the following?

Dependent variable

Extraneous variable

**Independent variable**

Confounding variable

**Question No: 36 ( Marks: 1 ) - Please choose one**

Which of the following is the process of identifying and classifying each item and giving labels to each category?

Accretion

Count Behaviors

Intensity

### **Coding**

The process of identifying and classifying each item and giving labels to each category. Later on each category may be assigned a numerical value for its entry into the computer. In content analysis one can look at the manifest coding and latent coding.

#### **Question No: 37 ( Marks: 1 ) - Please choose one**

When do largest percentages form a pattern across cells?

If there is no relationship

If there is non linear relationship

**If there is curvilinear relationship**

If there is linear relationship

**Page No. 107 :** If there is curvilinear relationship, the largest percentages form a pattern across cells. For example, the largest cells might be the upper right, the bottom middle, and the upper left.

#### **Question No: 38 ( Marks: 1 ) - Please choose one**

Which of the following elements is/are not included for structuring Observation in Non reactive research?

Frequency

Intensity

Direction

### **Accretion**

(page 126

Question No: 39 ( Marks: 1 ) - Please choose one

A census taker often collects data through which of the following?

Standardized tests

### **Interviews**

Secondary data

Observations

<http://www.scribd.com/doc/22683412/Lecture-Notes-Research-Chapter-1-9>

#### **Question No: 40 ( Marks: 1 ) - Please choose one**

What is the particular advantage of secondary analysis to business students?

It is less challenging intellectually

It guarantees positive results

**It is less expensive and less time consuming than primary analysis**

It enables students to gain experience of the workplace

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch13/>

<http://groups.google.com/group/vu-learning-pk>

**Solved By**

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**FINAL TERM EXAMINATION**

**Fall 2009**

**STA630- Research Methods (Session - 2)**

**Time: 120 min**

**Marks: 92**

**Question No: 1 ( Marks: 1 ) - Please choose one**

**On which of the following, scientific knowledge mostly relies?**

**Identification of events**

**Logical understanding**

**Prior knowledge**

**All of the given options**

**Question No: 2 ( Marks: 1 ) - Please choose one**

**Which of the following is the characteristic/s of Hypotheses in qualitative research studies?**

**Hypotheses are very specific and stated prior to beginning the study.**

**Hypotheses are never used.**

**Hypotheses are often generated as the data are collected, interpreted, and analyzed.**

**Hypotheses are always stated after the research study has been completed.**

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc3.htm>

**Question No: 3 ( Marks: 1 ) - Please choose one**

**“Downsizing in an organization in future is associated with the level of job security of the present employee in an organization” is an example of which of the following?**

**Correlational hypothesis**

**Descriptive hypothesis**

**Explanatory hypothesis**

**Non Descriptive hypothesis**

Question No: 4 ( Marks: 1 ) - Please choose one

Which two of the following are legitimate frameworks for setting out a literature review?

1. Constructing intertextual coherence, 2. Deconstruction of textual coherence, 3. Problematizing the situation, 4. Resolving discovered problems?

▶ 1 and 2

▶ 2 and 3

▶ 1 and 3

▶ 2 and 4

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch04/>

Question No: 5 ( Marks: 1 ) - Please choose one

Which of the following is the appropriate way in which to view the reliability of observational data?

Test-retest

Parallel forms

Internal consistency

Inter observer reliability

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1488/381171.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1488/381171.cw/index.html)

Question No: 6 ( Marks: 1 ) - Please choose one

Which of the following is the evidence that the instrument, techniques, or process used to measure concept does indeed measure the intended concepts?

Reliability

Replicability

Scaling

Validity

Question No: 7 ( Marks: 1 ) - Please choose one

If a study is 'reliable', this means that:

It was conducted by a reputable researcher who can be trusted.

The measurements devised for concepts are stable on different occasions.

The findings can be generalized to other social settings.

The methods are stated clearly enough for the research to be replicated.

[http://books.google.com.pk/books?id=b2ujHWrrpVQC&pg=PA276&dq=%22If+a+study+is+%27reliable%22&hl=en&ei=pXg0TbSYHoHW4wbegOGeDg&sa=X&oi=book\\_result&ct=result&resnum=1&ved=0CCcQ6AEwAA#v=onepage&q=%22If%20a%20study%20is%20%27reliable%22&f=false](http://books.google.com.pk/books?id=b2ujHWrrpVQC&pg=PA276&dq=%22If+a+study+is+%27reliable%22&hl=en&ei=pXg0TbSYHoHW4wbegOGeDg&sa=X&oi=book_result&ct=result&resnum=1&ved=0CCcQ6AEwAA#v=onepage&q=%22If%20a%20study%20is%20%27reliable%22&f=false)

Question No: 8 ( Marks: 1 ) - Please choose one

Which of the following is not a form of measurement validity?

Concurrent validity

Face validity

**Conductive validity**

Convergent validity

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch06/>

Question No: 9 ( Marks: 1 ) - Please choose one

One of the preoccupations of quantitative researchers is with generalization, which is a sign of:

**External validity**

Internal reliability

External reliability

Internal validity

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch06/>

Question No: 10 ( Marks: 1 ) - Please choose one

The validity of a measure refers to which of the following?

Consistency of the measurement

Particular type of construct specification

Comprehensiveness with which it measures the construct

**Accuracy with which it measures the construct**

[http://books.google.com/books?id=osJ83m1x1cUC&pg=PA138&dq=validity+of+a+measure+refers&hl=en&ei=KH40Td3bFdDO4gbpzMzGDg&sa=X&oi=book\\_result&ct=result&resnum=5&ved=0CDcQ6AEwBA#v=onepage&q=validity%20of%20a%20measure%20refers&f=false](http://books.google.com/books?id=osJ83m1x1cUC&pg=PA138&dq=validity+of+a+measure+refers&hl=en&ei=KH40Td3bFdDO4gbpzMzGDg&sa=X&oi=book_result&ct=result&resnum=5&ved=0CDcQ6AEwBA#v=onepage&q=validity%20of%20a%20measure%20refers&f=false)

Question No: 11 ( Marks: 1 ) - Please choose one

Panel and cohort designs differ in that:

Cohort studies involve quantitative research, whereas panel studies are qualitative.

A panel study does not need rules to handle new entrants to households.

Only a cohort study will suffer from sample attrition.

**A panel study can distinguish between age effects and cohort effects, but a cohort design cannot.**

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch02/?view=za>

Question No: 12 ( Marks: 1 ) - Please choose one

A study design in which the researcher might create \_\_\_\_\_ to establish cause-and-effect relationship is called Experimental Design.

**An artificial setting, control some variables and manipulates the independent variable**

A natural setting, control some variables and manipulates the dependent variables

An artificial setting, control some variables and manipulates the dependent variable

All of the given options

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Question No: 13 ( Marks: 1 ) - Please choose one

Which of the following is NOT a necessary component of survey research?

Triangulation of data

Literature review

Data analysis

Validity

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381582.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html)

Question No: 14 ( Marks: 1 ) - Please choose one

Which of the following is NOT a longitudinal study?

Panel study

Cohort study

Census study

Trend study

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381582.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html)

Question No: 15 ( Marks: 1 ) - Please choose one

The most critical area of an article to read is;

Introduction

Abstract

Results section

Limitations

Question No: 16 ( Marks: 1 ) - Please choose one

The cover letter to a questionnaire study should contain all of the following, EXCEPT;

A list of participants

A self-addressed, stamped envelope

Purpose of the study

Reasons to respond

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381582.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html)

Question No: 17 ( Marks: 1 ) - Please choose one

Questions that include negatives should be avoided because:

The respondent may miss out the negative word.

The respondent may be unsure how to answer if the question includes a double negative.

The respondent may be led by the question.

All of the given options

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/c>

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Question No: 18 ( Marks: 1 ) - Please choose one  
Which of the following is an advantage of open ended questions?

**They allow respondents to answer in their own terms.**

They prevent respondents from giving unusual answers.

They allow respondents to put less effort into their answer.

They allow respondents to code their answers in advance.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch10/>

Question No: 19 ( Marks: 1 ) - Please choose one  
Which of the following is NOT an example of a problem with using social survey research to investigate behavior?

Respondents tend to answer by giving the most socially desirable answer.

Respondents may inadvertently omit key terms in the question.

Respondents may not give an honest reply to what they see as a threatening question.

**Respondents may be unwilling to reveal information as they believe they are likely to be identified.**

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch11/>

Question No: 20 ( Marks: 1 ) - Please choose one  
The most important characteristic of the sample in survey research is that it is:

**Representative of the target population**

Convenient to access

Easily observed in naturalistic settings

Large enough to compare differences between subgroups

REF:

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381619.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381619.cw/index.html)

Question No: 21 ( Marks: 1 ) - Please choose one  
Which of the following concerns is MOST likely to become a problem if Mr. Baber uses purposive sampling techniques?

**Generalizability from the sample to the population**

Statistically equal groups

Subjects participating in the study

Selection of participants who are thought to be informative, articulate, and experienced with the research topic and setting

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1488/381088.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1488/381088.cw/index.html)

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_8/38/9866/2525919.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_8/38/9866/2525919.cw/index.html)

Question No: 22 ( Marks: 1 ) - Please choose one  
The logic of purposive sampling is:

To use participants because the researcher has access to them

That a random sample can generalize to a population

**That a few information-rich participants studied in depth yield many insights about a topic**

To include all participants, even though they are not all relevant to the problem

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1488/381150.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1488/381150.cw/index.html)

Question No: 23 ( Marks: 1 ) - Please choose one

Which of the following could indicate a statistically significant correlation?

0.12

0.34

-0.45

**Either .34 or -.45**

Question No: 24 ( Marks: 1 ) - Please choose one

Which of the following is a characteristic of qualitative research that affects how a researcher approaches data analysis?

There is no single way to gain understanding of phenomena

Reality is described with language that potentially has different semantic meanings for the researcher and participants

There are many ways to report data

**All of the given options**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381467.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381467.cw/index.html)

Question No: 25 ( Marks: 1 ) - Please choose one

A measure that indicates the average performance of a group on some variable is known as;

**Mean**

Analysis of covariance

Chi square

Standard deviation

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1491/381743.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html)

Question No: 26 ( Marks: 1 ) - Please choose one

The findings from a study of decision making processes within a Pakistani financial services company can be generalized to:

Ccompanies all over the world

Decision making processes in all financial services companies

Decision making processes in the all Pakistani companies

**Decision making processes in the researched companies**

**business and managment researcher should be cautious of overgeneralizing findings beyond the researched organization to alternative culture**

Question No: 27 ( Marks: 1 ) - Please choose one

The study of documents used by writers is a method of \_\_\_\_\_.

Regression analysis

In-dept analysis

## **Content analysis**

### **Time series analysis**

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In a way content analysis is also the study of documents through which the writers try to communicate, though some of the documents (like population census) may simply contain figures.

Question No: 28 ( Marks: 1 ) - Please choose one

Which of the following is an excellent way to enhance the validity of observational data collection?

Spend an extended period of time in the field.

Obtain participant trust.

Recognize your own biases.

**Spend time in field, obtain participant trust, recognize biases.**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1489/381347.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381347.cw/index.html)

Question No: 29 ( Marks: 1 ) - Please choose one

Historians organize evidence usually in:

Comparative form

**Narrative form**

Logical form

Critical form

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**HISTORIANS ORGANIZE EVIDENCE AS THEY WRITE WORKS OF HISTORY.  
THEY OFTEN WRITE NARRATIVE HISTORY.**

Question No: 30 ( Marks: 1 ) - Please choose one

Which of the following is not a reason of why it is preferable to tape record a focus group session?

**It is quicker and easier to make brief notes about what is said.**

It enables the researcher to identify which people are acting as opinion leaders.

Without a tape recording it is difficult to keep an accurate record of who said what.

It allows for analysis of how certain points are put forward.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch19/>

Question No: 31 ( Marks: 1 ) - Please choose one

In which section is the researcher allowed greater flexibility to express opinions, discuss implications for educational practice, and suggest additional research?

Review of the literature

Significance of the study

Results

**Discussion**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1492/382157.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1492/382157.cw/index.html)

Question No: 32 ( Marks: 1 ) - Please choose one

In the area of management which style of referencing is mostly used?

AMA

APA

ASA

PPA

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Since APA format is followed for referencing in many journals in management area, we shall present that here as a specimen. All the citations mentioned in the research report should find a place in the References section at the end of the report.

Question No: 33 ( Marks: 1 ) - Please choose one

Which of the following is the complete group of specific population elements relevant to the research project?

Element

Target Population

Sampling Frame

Sampling Unit

**Ref: Page No.88: Out** of the conceptual variations what exactly the researcher wants to focus on. This may also be called a target population. **Target population is the complete group of specific population elements relevant to the research project.** Target population may also be called *survey population* i.e. that aggregation of elements from which the survey sample is actually selected.

Question No: 34 ( Marks: 1 ) - Please choose one

Which of the following can be referred as Expert opinion sample?

Purposive Sampling

Snowball Sampling

Convenience Sampling

Quota Sampling

Purposive Sampling

Depending upon the type of topic, the researcher lays down the criteria for the subjects to be included in the sample. Whoever meets that criteria could be selected in the sample. The researcher might select such cases or might provide the criteria to somebody else and leave it to his/her judgment for the actual selection of the subjects. That is why such a sample is also called as judgmental or expert opinion sample.

Question No: 35 ( Marks: 1 ) - Please choose one

Which of the following sampling method is the best way to select a group of people for a study if you are interested in making statements about the larger population?

Convenience sampling

Quota sampling

Purposive sampling

Random sampling

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc7.htm>

Q#27

Question No: 36 ( Marks: 1 ) - Please choose one

Which one of the following is often measured at the interval or ratio level?

Scale

**Index**

Unidimensionality

Weighing

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**Indexes are often measured at the interval or ratio level.**

Question No: 37 ( Marks: 1 ) - Please choose one

Which of the following number of variables involved in Descriptive Statistics?

Bivariate

Multivariate

Univariate

**All of the given options**

**Ref. Page No. 105 :** *Descriptive statistics* describe numerical data. They can be categorized by the number of variables involved: univariate, bivariate, or multivariate (for one, two, and three or more variables).

Question No: 38 ( Marks: 1 ) - Please choose one

Which of the following occurs when one partial replicate the initial bivariate relationship but other partials do not?

Replication pattern

**Specification pattern**

Negative linear relationship

Suppressor variable pattern

**Page#111**

*The specification pattern is the next easiest pattern. It occurs when one partial replicate the initial bivariate relationship but other partials do not.*

Question No: 39 ( Marks: 1 ) - Please choose one

There are a number of ways in which confounding extraneous variables can be controlled. Which of the following control techniques is considered to be the best?

Treatment group

Matching

Counter balancing

**Random assignment**

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>

Question No: 40 ( Marks: 1 ) - Please choose one

Which of the following designs does an excellent job of controlling for rival hypotheses that threaten the internal validity of an experiment?

Posttest-only design with nonequivalent groups

Posttest-only control-group design

**Pretest-posttest control-group design**

**Posttest-only design without nonequivalent groups**

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc9.htm>

Q#18

**Question No: 41 ( Marks: 1 ) - Please choose one**

**Statistical packages are used for all of the following, EXCEPT;**

**Statistical calculations**

**Hypothesis testing**

**Result interpretation**

**Extracting relevant information**

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Statistical Package for the Social Sciences (SPSS), SYSTAT, Epi. Info. And MINITAB is commonly used statistical packages. These user friendly packages emphasize statistical calculations and hypothesis testing for varied types of data. They also provide programs for entering and editing data. Most of these packages contain sizeable arrays of programs for descriptive analysis and univariate, bivariate, and multivariate statistical analysis.

**Question No: 42 ( Marks: 1 ) - Please choose one**

**Which of the following is the process of marking segments of data with symbols, descriptive words or category?**

**Concurring**

**Coding**

**Coloring**

**Segmenting**

Coding may be the assigning of numbers or symbols before it goes to the computer.

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc17.htm>

**Question No: 43 ( Marks: 1 ) - Please choose one**

**Which of the following is the primary purpose of survey research?**

**Find cause-and-effect relationships**

**Determine and describe the way things are**

**Predict the way things will be based on the way things are**

**Compare groups to determine differences**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381582.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html)

**Question No: 44 ( Marks: 1 ) - Please choose one**

**Which of the following major problem exist with non respondents in survey research?**

**They tend to be alike in many ways.**

**Data cannot be analyzed for only part of a sample.**

**They cannot be found to determine if they are similar to respondents.**

**They may have different opinions than respondents.**

[http://wps.prenhall.com/chet\\_airasian\\_edresearch\\_7/5/1490/381582.cw/index.html](http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html)

**Question No: 45 ( Marks: 1 ) - Please choose one**

Which of the following advantage differentiates personal interview from mail, internet and telephonic survey?

Cheaper

Expensive

Easier

**Inexpensive**

Question No: 46 ( Marks: 1 ) - Please choose one

Which of the following is the most common method of generating primary data?

▶ **Surveys**

▶ Literature Review

▶ Communication analysis

▶ Research Journals

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Surveys: The most common method of generating primary data is through surveys.

Question No: 47 ( Marks: 1 ) - Please choose one

Which of the following refers to the extent that all information collected in a questionnaire addresses a research question that will help the decision maker address the current business problem?

▶ Accuracy

▶ Counter balanced

▶ **Relevance**

▶ Frequency

Question No: 48 ( Marks: 1 ) - Please choose one

When a company decides to send an Internet survey to all of its 157-member sales force to determine their morale, this is an example of a:

▶ **Census**

▶ Cluster sample

▶ Multistage area sample

▶ Sample

A sample survey is asked of a limited group of people, while a census is conducted in an attempted to get an answer from all people in a geographical area or population.

Read more

Census surveys forms the basis for the provision of appropriate services with respect to the local community's needs. These basic surveys provide estimates of the population by age, sex, education levels, household income and contraceptive prevalence rate, as well as morbidity and mortality rates.

**Question No: 49 ( Marks: 1 ) - Please choose one**

**When researcher instructs field interviewers to interview 30 workers in manufacturing industries, 30 in service industries, 30 in non-profit organizations, 30 in healthcare industries, and 30 in the government sector, this represents what type of sampling procedure?**

- ▶ Systematic sample
- ▶ Stratified sample
- ▶ Judgment sample
- ▶ Quota sample

**Question No: 50 ( Marks: 1 ) - Please choose one**

**Which of the following probability sampling technique is low cost and frequently used?**

- ▶ Simple random
- ▶ Snowball
- ▶ Quota
- ▶ Cluster

**(Page 95)**

**The unit costs of cluster sampling are much lower than those of other probability sampling designs.**

**Question No: 51 ( Marks: 1 ) - Please choose one**

**The sampling procedure of obtaining those people or units that are most conveniently available is called:**

- ▶ Stratified sample
- ▶ Convenience sample
- ▶ Judgment sample
- ▶ Cluster sample

**Convenience sampling (also called haphazard or accidental sampling) refers to sampling by obtaining units or people who are most conveniently available. For example, it may be convenient and economical to sample employees in companies in a nearby area, sample from a pool of friends**

**Question No: 52 ( Marks: 1 ) - Please choose one**

**When a respondent's answers to ten Likert-scale items are added up to form a total subset score for these questions, this is an example of:**

- ▶ Data indexing
- ▶ Contingency analysis
- ▶ Data transformation
- ▶ None of the given options

**Question No: 53 ( Marks: 1 ) - Please choose one**

**When a local television station sends a crew to interview joggers in the Iqbal park on a beautiful spring day, this represents what type of sample?**

- ▶ Cluster sample
- ▶ **Convenience sample**
- ▶ Multistage area sample
- ▶ Systematic sample

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Question No: 54 ( Marks: 1 ) - Please choose one

Which experimental design involves manipulating a single independent variable to observe its effect on a single dependent variable?

- ▶ Primary experimental design
- ▶ Basic experimental design
- ▶ Factorial experimental design
- ▶ Counterbalanced experimental design

Question No: 55 ( Marks: 1 ) - Please choose one

Arranging data into a table is called:

- ▶ **Tabulation**
- ▶ Frequency
- ▶ Analysis
- ▶ All of the given options

Question No: 56 ( Marks: 1 ) - Please choose one

Which of the following is critical when conducting experimental research because it allows researchers to return subjects to normal?

- ▶ Manipulation check
- ▶ Cohort analysis
- ▶ Debriefing
- ▶ Deception

Question No: 57 ( Marks: 1 ) - Please choose one

Research projects involving experimental manipulations that are implemented in a natural environment are called:

- ▶ Laboratory experiments
- ▶ **Field experiments**
- ▶ Primary experiments
- ▶ Secondary experiments

Studies conducted to establish cause-and-effect relationship using the same natural environment are called field experiments

Question No: 58 ( Marks: 1 ) - Please choose one

Which of the following element is not included for behavioral observation?

- ▶ Space
- ▶ Direction
- ▶ Frequency
- ▶ Accretion

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Question No: 59 ( Marks: 1 ) - Please choose one

The study of documents used by writers is a method of \_\_\_\_\_.

- ▶ In-depth analysis
- ▶ Time series analysis
- ▶ Regression analysis
- ▶ None of the given options

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Question No: 60 ( Marks: 1 ) - Please choose one

\_\_\_\_\_ actions or feelings can be recorded when they occurred rather than at a time specified by the researcher.

- ▶ The Confessions
- ▶ The spontaneous
- ▶ Non-reactivity
- ▶ All of the given options

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Question No: 61 ( Marks: 1 ) - Please choose one

Historical-Comparative research focuses on:

- ▶ Its broad historical processes
- ▶ Comparing forms
- ▶ Tracing the development of social forms
- ▶ All of the given options

Historical-Comparative research focuses on:

- Tracing the development of social forms (patterns) overtime as well as its broad its broad historical processes, and
- Comparing those forms and its developmental processes across cultures (countries/nations).

Question No: 62 ( Marks: 1 ) - Please choose one

Historians organize evidence usually in:

- ▶ Comparative form
- ▶ Narrative form
- ▶ Logical form
- ▶ All of the given options

(PAGE 150)

**HISTORIANS ORGANIZE EVIDENCE AS THEY WRITE WORKS OF HISTORY. THEY OFTEN WRITE *NARRATIVE HISTORY*.**

Question No: 63 ( Marks: 1 ) - Please choose one

The person who leads a focus group discussion is called a \_\_\_\_\_.

- ▶ Anchor

- ▶ Facilitator
- ▶ **Moderator**
- ▶ Recorder

[http://books.google.com/books?id=j7aawGLbtEoC&pg=PA180&dq=person+who+leads+a+focus+group+discussion+is+called+a&hl=en&ei=X9w1TZfiLo-G4gbk2ZBb&sa=X&oi=book\\_result&ct=result&resnum=2&ved=0CCgQ6AEwAQ#v=onepage&q=person%20who%20leads%20a%20focus%20group%20discussion%20is%20called%20a&f=false](http://books.google.com/books?id=j7aawGLbtEoC&pg=PA180&dq=person+who+leads+a+focus+group+discussion+is+called+a&hl=en&ei=X9w1TZfiLo-G4gbk2ZBb&sa=X&oi=book_result&ct=result&resnum=2&ved=0CCgQ6AEwAQ#v=onepage&q=person%20who%20leads%20a%20focus%20group%20discussion%20is%20called%20a&f=false)

Question No: 64 ( Marks: 1 ) - Please choose one  
Which is NOT a main function of focus groups?

- ▶ **Generating insight into previously misunderstood topics**
- ▶ In-depth information gathering from one participant
- ▶ Understanding how group members arrive at their conclusions
- ▶ Encouraging group interaction