

Marks: 69

[illegible]

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.

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch01/>
MCQ # 03

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?

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html
MCQ # 3

- ▶ 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?

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
MCQ # 05

Question No: 4 (Marks: 1) - 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.

http://www.uk.sagepub.com/breakwell/downloads/mcq/mcq_01/mcq_01.htm

MCQ # 06

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

MCQ # 15

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

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

PAGE # 29

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?

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

MCQ # 03

▶ Are you aware of the main features of the European Union Directive for informing and consulting employees?

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/>
MCQ # 01

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?

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch18/>
MCQ # 09

- ▶ What data to use while publishing findings?

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

Which of the following is NOT characteristic of qualitative data?

- ▶ Rich descriptions
- ▶ Concise

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9871/2527149.cw/content/index#topofquiz1
MCQ # 02

- ▶ Voluminous
- ▶ Unorganized

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.

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9871/2527206.cw/index.html

MCQ # 04

- ▶ Participants are the context.

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

Which one is not the part of non reactive research?

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

Varieties of Non-Reactive Observations

Physical Traces:

Archives:

Observations:

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

Secondary data refer to information gathered by someone other than the researcher conducting the present study.

PAGE # 131

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 # 142,143

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

MCQ # 02

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

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.

PAGE # 80

- ▶ Post Hoc Test
- ▶ T- Test

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

PAGE # 80, 81

A pilot plant would be a way of testing the integrated unit, studying its operational problems, testing design

- ▶ 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

A sampling unit is that element or set of elements considered for selection in some stage of sampling.

PAGE 89

- ▶ Observation Unit
- ▶ Statistic

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

Convenience Sampling

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). Likewise, TV interviewers select people who look "normal" to them and avoid people who are unattractive, poor, very old, or inarticulate.

PAGE # 90

- ▶ Quota Sampling

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/#sclient=psy&hl=en&biw=800&bih=411&q=Sampling+in+qualitative+research+is+similar+to+Purposive+sampling&aq=&aqi=&aql=&oq=&pbx=1&fp=791244bbdd532714>

AFTER OPEN DA LINK CLICK ON 1ST [DOC] [Sampling in Quantitative, Qualitative, and Mixed - Chapter 9 ...](#)

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

Which of the following **is NOT** a type of Non-random sampling?

► Cluster sampling

PAGE # 90, 91, AND 93

- Convenience sampling
- Quota sampling
- **Purposive sampling**

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

Historical-Comparative researchers sometimes use;

- Time-series data
- Primary data
- **Secondary data**

Historical-comparative researchers often use secondary sources or different data types in combination

PAGE # 151

- Analyzed data

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

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.

PAGE # 110

- ▶ Specification pattern
- ▶ Suppressor variable pattern
- ▶ Negative linear relationship

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

As the researcher masters the literature and takes numerous detailed notes, he or she completes many specific tasks: creating a bibliography list

PAGE # 147

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

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

PAGE # 148

- ▶ Results
- ▶ Findings

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

Random assignment is the most important technique that can be used to control confounding variables because it has the ability to control for both known and unknown confounding extraneous variables.

<http://www.southalabama.edu/coe/bset/johnson/lectures/lec9.htm>

- ▶ Analysis of covariance

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

Which of the following is more operational with the help of coding system?

- ▶ External Appearance
- ▶ Count Behaviors
- ▶ Content analysis

Constructs in content analysis are operationalizing with a *coding system*, a set of instructions or rules on how to systematically observe and record content from text.

Page # 126

- ▶ Time Duration

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

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

MCQ # 02

- ▶ It enables students to gain experience of the workplace

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.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html

MCQ # 03

- ▶ Have large sample sizes.

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

A sampling unit is that element or set of elements considered for selection in some stage of sampling.

PAGE # 89

- ▶ Sampling error
- ▶ Sampling quota

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

Codes are rules for _____ data.

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

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

PAGE # 99

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

A table may contain a caption, row groups, and column groups. A row group contains rows, while a column group contains columns. Rows and columns contain cells. Tables are rendered as layers in a specified order from the bottom up: table, column groups, columns, row groups, rows, and cells.

<http://reference.sitepoint.com/css/tableformatting>

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

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

PAGE #117

- ▶ Pretest posttest control group design
- ▶ Solomon four-group design
- ▶ One-group pretest posttest design

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

External validity is the ability to generalize experimental findings to real life situations.

PAGE 122

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

Page # 131

- ▶ Slower; less

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

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

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.

Page # 129

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).

Page # 142

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

Case study: It is an in-depth analysis of a unit which could be an individual person, a couple, a group, or an organization

PAGE # 38

- ▶ 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

Focus group an interview conducted by a trained moderator among a small group of respondents in an unstructured and natural manner

http://books.google.com.pk/books?id=TKb8iORscegC&pg=PA145&lpg=PA145&dq=An+interview+conducted+by+a+trained+moderator+among+a+small+group+of+respondents+in+an+unstructured+and+natural+manner+is+a+Focus+group&source=bl&ots=xSwXM_YgdX&sig=vsawE2ctZCs4EW_ajLWVzulC8yY&hl=en&ei=aaVOTZqoKtOChQed3Jm-Dg&sa=X&oi=book_result&ct=result&resnum=2&ved=0CBwQ6AEwAQ#v=onepage&q=An%20interview%20conducted%20by%20a%20trained%20moderator%20among%20a%20small%20group%20of%20respondents%20in%20an%20unstructured%20and%20natural%20manner%20is%20a%20Focus%20group&f=false

- ▶ Case study
- ▶ None of the given options

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

Chapter in an edited book

This is an article written by single or multiple authors and is printed in the edited book.
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.
Page # 165

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

Following are the characteristics of the research **EXCEPT:**

- ▶ Systematic
- ▶ Data based
- ▶ Subjective approach

Research may be considered as an organized, systematic, data based, critical, objective, scientific inquiry
Page # 02

- ▶ Scientific inquiry

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

Intervening Variables

A basic causal relationship requires only independent and dependent variable.
Page # 20

- ▶ Confounding Variable
- ▶ Predictor Variable

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

Which type of research is involved in preliminary data collection stage?

- ▶ Descriptive

► Exploratory

Preliminary Data Collection

This step may be considered as part of the exploratory research.

Page # 36

► Explanatory

► Cannot be determined at this stage of research

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

It is traditional to classify scales of measurement on the basis of the mathematical comparisons that are allowable with these scales. Four types of scales are nominal, ordinal, interval, and ratio.

Page # 53

► Ordinal Scale

► Interval scale

► Ratio Scale

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

A measure is reliable if it provides consistent _____.

► Hypothesis

► Results

A measure is reliable if it provides consistent results

http://books.google.com.pk/books?id=Cf1D0DvWXI8C&pg=PA364&lpg=PA364&dq=A+measure+is+reliable+if+it+provides+consistent+results&source=bl&ots=lbSOKx-1DA&sig=boaxoP-O26BcJezqkZ-0El29dOs&hl=en&ei=uKlOTeO9HaOShaeI5ZGBBg&sa=X&oi=book_result&ct=result&resnum=3&ved=0CCUQ6AEwAg#v=onepage&q=A%20measure%20is%20reliable%20if%20it%20provides%20consistent%20results&f=false

► Procedure

► Sensitivity

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.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html

MCQ # 09

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

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

MCQ # 12

Question No: 49 (Marks: 3)

Do you think that case studies are empirical? Explain.

Question No: 50 (Marks: 3)

How would you differentiate between **History Effect** and **Mechanical Loss** in Experimental research?

Question No: 51 (Marks: 5)

Write a note on any three varieties of non reactive observations.

Question No: 52 (Marks: 5)

In research process, once you collect the data, how would you perform the scoring index activity? Explain it with the help of example.

Question No: 53 (Marks: 5)

You want to explore females' cosmetic preferences. How would you prepare focus group study for this topic?

FINALTERM EXAMINATION
Spring 2010

STA630- Research Methods (Session - 3)

Marks: 69

Student Info	
StudentID:	
Center:	
ExamDate:	

[illegible]

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.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381555.cw/index.html

MCQ # 6

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

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

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9865/2525631.cw/index.html#topofquiz1

MCQ # 1

- ▶ Grounded theory

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

Theoretical reviews compare how different theories address an issue.
Page # 27

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.

Specifically a theoretical framework:

Elaborates the relationship among the variables

Explains the logic underlying these relationships

Describes the nature, and direction of the relationships

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.

Handouts page # 10

ii. The panel study is a powerful type of longitudinal research. In panel study, the researcher observes exactly the same people, group, or organization across time periods. It is a difficult to carry out such study. Tracking people over time is often difficult because some people die or cannot be located. Nevertheless, the results of a well-designed panel study are very valuable.

iii. A cohort analysis is similar to the panel study, but rather than observing the exact same people, a category of people who share a similar life experience in a specified time period is studied. The focus is on the cohort, or category, not on specific individuals. Commonly used cohorts include all people born in the same year (called birth cohorts), all people hired at the same time, all people retire on one or two year time frame, and all people who graduate in a given year. Unlike panel studies, researchers do not have to locate the exact same people for cohort studies. The only need to identify those who experienced a common life event.

And

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

MCQ # 9

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

MCQ # 9

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.

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

MCQ # 7

- ▶ It allows the researcher to demonstrate his/her technical proficiency.

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

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

- ▶ Two continuous variables

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381655.cw/index.html

MCQ # 11

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

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.htmlQuestionNo:11

MCQ # 17

Question No: 11 (Marks: 1) <http://vustudents.ning.com> - Please choose one

Researchers organize data into all of the following, EXCEPT:

- ▶ Field
- ▶ Table

Page # 99

Researchers organize data into fields, records, and files.

- ▶ Record
- ▶ File

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

MCQ # 02

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

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381876.cw/index.html

MCQ # 2

- ▶ The instrument is unreliable
- ▶ The participants are very low scorers

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?

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

MCQ # 01

- ▶ What effect does organizational size have on marketing strategy?
- ▶ What are the most popular leisure activities amongst the over-50s?

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

Which one is not the part of non reactive research?

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

PAGE # 124

Varieties of Non-Reactive Observations

Physical Traces:

Archives:

Observations:

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

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381392.cw/index.html

MCQ # 01

- ▶ Protocol
- ▶ Formal data

Question No: 17 (Marks: 1) <http://vustudents.ning.com> - Please choose one

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

- ▶ Historical comparative research

PAGE # 148

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

- ▶ Social research
- ▶ Action research
- ▶ Experimental research

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

Historians organize evidence usually in:

- ▶ Comparative form
- ▶ Narrative form

PAGE # 152

Historians organize evidence as they write works of history. They often write *narrative history*.

- ▶ Logical form
- ▶ Critical form

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.

MCQ # 1

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

- ▶ 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.**

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

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1487/380850.cw/site_search_frame/index.html

- ▶ 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

Convenience samples are least reliable but normally the cheapest and easiest to conduct

P # 90

- ▶ Quota Sampling

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

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.

P # 90

- ▶ Quota Sampling
- ▶ Snowball Sampling
- ▶ Purposive Sampling

Question No: 23 (Marks: 1) <http://vustudents.ning.com>- 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

OR

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

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

OR

http://en.wikipedia.org/wiki/Nonprobability_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

PAGE # 90

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

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

PAGE # 148

- ▶ Results
- ▶ Findings

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

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

► Frequency distribution

The easiest way to describe the numerical data of one variable is with a frequency distribution.

PAGE # 104

- Normal distribution
- Poisson distribution
- Probability distribution

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

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

► By margins

There are three ways to percentage a table: by row, by column, and for the total.

Page # 107

- By row
- By column
- 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.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html

MCQ # 2

- Survey research is never used in experimental research.
- Survey research is always used in experimental research.

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

A type of non-sampling error caused by mistakes made by the interviewer. These may include influencing the respondent in some way, asking questions in the wrong order, or using slightly different phrasing (or tone of voice) than other interviewers.

- Interviewer cheating
- Sponsorship bias

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**

Stages in the Selection of a Sample

Step 1: Define the target population

Step 2: Select The Sampling Frame

Step 3: Probability OR Non-probability?

Step 4: Plan Selection of sampling units

Step 5: Determine Sample Size

Step 6: Select Sampling units

Step 7: Conduct Fieldwork

- ▶ Conduct fieldwork
- ▶ Select a sampling frame

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

Codes are rules for _____ data.

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

Although codes are generally considered to be numerical symbols, they are more broadly defined as the rules for interpreting, classifying, and recording data

PAGE # 99

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**

PAGE 120

Maturation Effect: Cause and effect relationship can also be contaminated by the effects

of the passage of time – another uncontrollable variable. Such contamination is called 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 # 124

Observations:

- **External Appearance:** How people appear may indicate social factors. For example, researcher watches students to see whether they are more likely to wear their college's colors and symbols after the college team won or lost.
- **Count Behaviors:** Counting how many people do something can be informative. For example researcher may count the number of men and women who come to a full stop and those who come to a rolling stop at a traffic stop sign. This suggests gender difference in driving behavior.
- **Time Duration:** How long people take to do things may indicate their intention. For example a researcher may measure how long men and women pause in front of a particular painting. Time taken may indicate their interest in the painting.

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

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.

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

Case study: It is an in-depth analysis of a unit which could be an individual person, a couple, a group, or an organization

PAGE # 38

- ▶ Causal research

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

PAGE 155

OR

A detailed written outline of topics the moderator will cover during a focus group discussion.

- ▶ 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

Disadvantages of Focus Groups

Require objective, sensitive, and effective moderators.

May have unique sampling problems.

May not be useful for discussing sensitive topics in face-to-face situations.

Cost a considerable amount of money, particularly when they are not conducted by someone employed by the company desiring the focus group.

Higher cost

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

An *abstract* is a summary of a body of information. Sometimes, abstracts are in fact called summaries—sometimes, executive summaries or executive abstracts. There are different kinds of abstracts—your technical report uses two types: the descriptive abstract and the informative abstract.

OR HANDOUTS PAGE 161

- ▶ Letter of transmittal

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

Verifiable

Observations made through scientific method are to be verified again by using the senses to confirm or refute the previous findings

PAGE # 04

- ▶ Observable
- ▶ Cumulative

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

Basic research can also be called as

- ▶ Practical research
- ▶ **Fundamental Research**

Basic research (also called academic research or pure research or fundamental research).

PAGE # 08

- ▶ Action research
- ▶ Assessment research

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

In the discussions the relevant variables are identified, and relationships are postulated. Once the variables are identified, the same focus group discussions help in the formulation of questions, along with the response categories, for the measurement of variables.

PAGE # 156

- ▶ Deduce hypothesis

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

Theoretical framework helps to:

- ▶ Deduce the hypothesis
- ▶ Reject the hypothesis
- ▶ Test the hypothesis

From the theoretical framework, then, testable hypotheses can be developed to examine whether theory formulated is valid or not. The hypothesized relationships can thereafter be tested through appropriate statistical analysis.

PAGE # 30

- ▶ Accept the hypothesis

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

Techniques for Narrowing a Topic into a Research Question

1. Examine the literature.

2. Talk over ideas with others.

3. Apply to a specific context.

4. Define the aim or desired outcome of the study.

PAGE # 33

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

The working definition of the variables is called:

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

Operational definition is also called a *working definition* stated in terms of specific testing or measurement criteria.

PAGE # 18

- ▶ Fundamental 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

http://books.google.com/books?id=eNsVUGTMcDoC&pg=PA138&dq=characteristic+is+reflected+by+an+interval+scale&hl=en&ei=pD5mTJH9MojRcfiPva0P&sa=X&oi=book_result&ct=result&resnum=1&ved=0CCkQ6AEwAA#v=onepage&q=characteristic%20is%20reflected%20by%20an%20interval%20scale&f=false

Question No: 49 (Marks: 3)

What is the logic of field research? How does a field researcher work?

Question No: 50 (Marks: 3)

Historical-Comparative research focuses on some factors, list down those factors?

Question No: 51 (Marks: 5)

Briefly describe the type of observation you would use, the field notes you would develop, and some general principles you would follow to ensure successful data collection.

Question No: 52 (Marks: 5)

What are the functions of a recorder? <http://vustudents.ning.com>

Question No: 53 (Marks: 5)

Briefly discuss the importance of Data Transformation in Research with the help of example?

FINAL TERM EXAMINATION

Spring 2009

AFAQ_TARIQ@YAHOO.COM

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.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html

MCQ # 06

Teachers are capable of assuming responsibility for their own professional growth.

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

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

MCQ # 01

HANDOUTS PAGE # 18 & 50

It is one that refers to opera singers and their work.

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

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9865/2525651.cw/content/index

MCQ @ 24

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

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

Page # 38

Experiment

Observation studies

Historical comparative research

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

MCQ # 18

HANDOUTS PAGE # 55

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

Predictive validity:

Criterion validity whereby an indicator predicts future events that are logically related to a construct is called a predictive validity.

PAGE # 56

Concurrent validity

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

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381232.cw/index.html

MCQ # 05

Are more accurate than all other types of estimates
Are usually higher

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

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

Categorize

Distance

Order

Ordinal Scale

Ordinal scales include the characteristics of the nominal scale plus an indicator of order.

PAGE # 53

Unique origin

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

On interval measurement scales, one unit on the scale represents the same magnitude on the trait or characteristic being measured across the whole range of the scale.

OR HANDOUTS PAGE # 53

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

Nominal Scale

A nominal scale is the one in which the numbers or letters assigned to objects serve as labels for identification or classification. This measurement scale is the simplest type. With nominal data, we are collecting information on a variable that naturally or by design can be grouped into two or more categories that are mutually exclusive, and collectively exhaustive.

Nominal scales are the least powerful of the four scales. They suggest no order or distance relationship and have no arithmetic origin.

Nevertheless, if no other scale can be used, one can almost always one set of properties into a set of equivalent classes.

PAGE # 53

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.

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

Interval/ratio variables contain only two categories.

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

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

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

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html

MCQ # 09

Classroom observation

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.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html

MCQ # 10

It will allow them to apply statistical procedures in analyzing results. It helps them familiarize themselves with the questionnaires.

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?

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

MCQ # 03

Are you aware of the main features of the European Union Directive for informing and consulting employees?

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/>

OR

When using a Likert scale it can be difficult to avoid asking a question with a negative, however the researcher should attempt to avoid them if possible.

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

Random assignment to treatment groups is characteristic of which kind of research?

Causal-comparative
Correlational
Experimental

PAGE # 114

OR

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html

MCQ # 05

Descriptive

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/>

MCQ # 07

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/>

MCQ # 01

OR

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: 20 (Marks: 1) - Please choose one

What is the main purpose of pilot testing?

- To accumulate responses
- To identify respondent
- To identify potential problems

Pilot testing is to identify potential problems with the methods, logistics, and the questionnaire.

PAGE # 80

To evaluate the research

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

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381384.cw/index.html

MCQ # 02

- Snowball
- Maximum variation
- Normal case.

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.

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9871/2527149.cw/content/index.html

MCQ # 05

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

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

MCQ # 01

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

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html QuestionNo:11

MCQ # 08

Randomization

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 QuestionNo:11

MCQ # 11

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

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381820.cw/index.html

MCQ # 01

OR

<http://books.google.com.pk/books?id=j09b2rTVRsAC&pg=PA20&lpg#v=onepage&q&f=false>

At least one independent variable and one dependent variable

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

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381820.cw/index.html

MCQ # 04

The assignment of subjects to a treatment group but not their selection

Neither the selection nor assignment of subjects

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_8/38/9869/2526465.cw/index.html

MCQ # 01

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

MCQ # 15

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

MCQ # 18

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

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1487/380850.cw/site_search_frame/index.html

- 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
MCQ # 07

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

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

Cluster sampling

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

A focus group session is ideally for;

1 hour
1 and half hour

Duration, a focus group session typically lasts up to an hour and a half.

PAGE # 155

2 hours
More than 2 hours

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

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

MCQ # 23

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

Coding

The process of identifying and classifying each item and giving labels to each category.

PAGE # 126

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

Curvilinear relationship, the largest percentages form a pattern across cells.

PAGE # 107

If there is linear relationship

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

Observations can be structured

Frequency:

Direction:

Intensity:

Space:

PAGE # 126

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

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

Standardized tests

Interviews

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

MCQ # 20

Secondary data

Observations

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

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

MCQ # 02

It enables students to gain experience of the workplace

Question No: 41 (Marks: 5)

Defend the use of the term inductive to describe qualitative data analysis and interpretation.

Question No: 42 (Marks: 5)

What are the main parts of a research report?

Question No: 43 (Marks: 10)

Many universities do not allow their students to conduct experimental research to fulfil thesis or dissertation requirements. Provide a

rationale for changing this practice, acknowledging the limitations of experimental research, but also citing at least three reasons that action research should be accepted.

Question No: 44 (Marks: 10)

A multination company ABC has launched a new tooth paste Cleanex in Pakistan.

After eight months the company wants to analyze the consumer satisfaction about their tooth paste. For research purpose, develop questions for the following scenarios that can be used in questionnaire. See the consumer preference for tooth paste or tooth powder by using nominal scale.

- i. See the consumer preference for Cleanex Tooth Paste by using ordinal scale.
- ii. See the important characteristics of the Cleanex Tooth Paste by using interval scale so that the company can modify its strengths and improve its weaknesses.
- iii. Check the monthly consumption of the tooth paste by using the ratio scale.

Question No: 45 (Marks: 10)

What is the need of a trivariate table? How can we construct trivariate table and what

FINAL TERM EXAMINATION

Spring 2009

AFAAQ_TARIQ@YAHOO.COM

STA630- Research Methods

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

<http://www.blurtit.com/q346633.html>

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

The selection of units in non-probability sampling is quite arbitrary
PAGE # 90

Cluster sampling

All of the given options

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

Stages of an Interview

Asking the Questions

Probing

Recording the Responses

Page # 83 & 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

<http://books.google.com.pk/books?id=Cf1D0DvWXI8C&pg=PA336&lpg=PA336&dq=#v=onepage&q&f=false>

Question No: 5 (Marks: 1) - Please choose one
_____ is based on the concept of random sampling.

Non- probability sampling

Probability sampling

The simple random is the best known probability sample,
PAGE # 90

Random sampling

Multiple sampling

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

http://www.slidefinder.net/s/sampling_sample_design_jn602_week/5349303

SLIDE # 09

OR

In non-probability sampling the probability of any particular element of the population being chosen is unknown.

PAGE # 90

Probability sampling

Question No: 7 (Marks: 1) - Please choose one
_____ is the population for which results are required.

Finite population

Infinite population

Target population

Page # 88

OR

http://www.ehes.info/manuals/EHES_manual/PartA/EHES_Manual_PartA_Chapter2.pdf

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

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

MCQ # 02

Randomly selecting schools, and then sampling everyone within the school

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

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

MCQ # 09

(c) Posttest-only design with nonequivalent groups

(d) Both b and c

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

Procedure: The procedure includes the step-by-step how of your experiment. The procedure should include:

- A description of the experimental design and how participants were assigned conditions.
- Identification of your independent variable(s) (IV), dependent variable(s) (DV), and control variables. Give your variables clear, meaningful names so that your readers are not confused.
- Important instructions to participants.
- A step-by-step listing in chronological order of what participants did during the experiment.

<http://owl.english.purdue.edu/owl/resource/670/04/>

Design

Question No: 11 (Marks: 1) - Please choose one
Which of the following has high response rate?

Mail interviewing

Telephone interviewing

Personal interviewing

<http://books.google.com.pk/books?id=FqF7n0zGJm0C&pg=PA380&lpg=PA380&#v=onepage&q&f=false>
2ND PARAGRAPH

None of the given options

Question No: 12 (Marks: 1) - Please choose one
Observation studies are also known as _____ research.
Experimental

Field

OBSERVATION STUDIES/FIELD RESEARCH
PAGE 134

Quantitative

None of the given options

Question No: 13 (Marks: 1) - Please choose one
Open-ended questions provide primarily _____ data.

Unprocessed data

Qualitative data

<http://www.southalabama.edu/coe/bset/johnson/mcq/mc6.htm>
MCQ # 11

All of the given options

None of the given options

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

Data collection forms (questionnaires, checklist, interview guide, other forms)
PAGE # 35

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.

Observation studies can be participant or non-participant. In participant observation the researcher directly observes and participates in small scale social settings in the present time.

PAGE # 134

Participant observation is also referred to as field research.

None of the given options

Question No: 16 (Marks: 1) - Please choose one
If the subjects are given a pretest it will not affect their performance in the posttest.

True

False

Question No: 17 (Marks: 1) - Please choose one
In non- reactive research the subjects do not have knowledge that they are being studied.

True

In non-reactive research, those being studied are not aware that they are part of a research project.
Page # 124

False

Question No: 18 (Marks: 1) - Please choose one
In experimental group the subjects do not under go any treatment; however in control group the subjects are given the treatment.

True

False

Page # 114

Question No: 19 (Marks: 1) - Please choose one
When multiple questions are asked in one question, it leads to ambiguous answers provided by the respondents.

True

http://en.wikipedia.org/wiki/Multiple_choice

OR

Page # 78

Avoid Double-Barreled Questions

Make each question about one and only one. A double barreled question consists of two or more questions joined together. It makes the respondent's answer ambiguous. For example, if asked, "Does this company have pension and health insurance benefits?" a respondent at the company with health insurance benefits only might answer either yes or no. The response has an ambiguous meaning and the researcher cannot be certain of the respondent's intentions. When multiple questions are asked in one question, the results may be exceedingly difficult to interpret.

False

Question No: 20 (Marks: 1) - Please choose one
An advantage of communication analysis is that it provides access to the inaccessible subjects.

True

False

Question No: 21 (Marks: 1)
Pretest is the phase when the _____ variable is measured prior to the introduction of treatment.

Question No: 22 (Marks: 1)
If the percentages are calculated column wise in a table, then we will make comparison between the variables in a **frequency**.

Question No: 23 (Marks: 1)
In order to make two identical groups for experiment, the procedures to be undertaken are randomization and **matching**.

Question No: 24 (Marks: 1)
The main advantage of **mail** questionnaire is that a wide geographical area can be covered in the survey.

Question No: 25 (Marks: 1)

A type of bias in questions occurs when they are phrased in an emotionally charged manner, they are described as **__Loaded__** questions.

[Page No.78](#)

Question No: 26 (Marks: 5)

Make one hypothesis for each of the following types of hypotheses. (1 mark each)

- i. If-then hypothesis
- ii. Directional hypothesis
- iii. Non directional hypothesis
- iv. Null hypothesis
- v. Alternative hypothesis

Answer:

i-

If-then hypothesis:

If there is increase in cost there is decrease in profit.

ii. Directional hypothesis:

Increase in absenteeism causes a decrease in productivity level of employees.

iii. Non directional hypothesis:

Productivity level of employees is associated with rate of absenteeism.

iv. Null hypothesis:

There is no association between level of productivity and absenteeism.

v. Alternative hypothesis :

There is a relationship between level of job commitment of officers and their level of efficiency.

Question No: 27 (Marks: 5)

Which is the most powerful scale among Nominal, Ordinal, Interval and Ratio scale, and why?

Answer:

The highest level of measurement is a ratio scale. This has the properties of an interval scale together with a fixed origin or zero

point. Examples of variables which are ratio scaled include weights, lengths and times. Ratio scales permit the researcher to compare both differences in scores and the relative magnitude of scores. For instance the difference between 5 and 10 minutes is the same as that between 10 and 15 minutes, and 10 minutes is twice as long as 5 minutes. Suffice it to say that virtually all statistical operations can be performed on ratio scales.

Question No: 28 (Marks: 5)

A manager finds that off-the-job classroom training has a great impact on the productivity of the employees in her department. However, she also observes that employees over 60 years of age do not seem to derive much benefit and do not improve with such training.

i. Identify the independent, dependent and moderating variables in the given scenario. (3)

Answer:

Independent Variable: Off-the-job classroom training

Dependent Variable: Employees performance

Moderating Variable: Employees age over 60 years

ii. How the moderating variable you identified in part (i) is affecting the independent-dependent variable relationship in the scenario? (2)

Answer:

The moderating variable is one that has a strong contingent effect on the independent variable and dependent variable relationship. That is the presence of a third variable modifies the original relationship between the independent and the dependent variable

In the scenario above employees age over 60 years is acting as moderating variable because it is the variable which affects the relationship of employees performance (dependent variable) and off-the-job classroom training (independent variable). which was positive in above case but age over 60 years reduces the positivity .

Question No: 29 (Marks: 5)

The accounts executive has established a new accounting system that utilizes maximum computer technology. Before making further changes, he would like to get a feel for how the accounting clerks react to the new system by acting as if he has no doubts about their acceptability of the new system. He may then casually talk to the first five accounting personnel that walk into his office, trying to gauge their reactions.

- i. Describe the type of sampling the director should use in the given scenario, probability or non probability? (1)

Answer:

Director should use probability sampling as probability sampling is the technique in which some known elements of population participated in order to provide useful descriptions.

- ii. What type of sampling technique is being used and why? Explain. (2)

Answer:

Director should use probability sampling as probability sampling is the technique in which some known elements of population participated in order to provide useful descriptions.

- iii. Give two characteristics of the type of sampling technique that you selected in part (ii).

Answer:

Two characteristics of probability sampling:

- 1- Random sampling lets a researcher statistically calculate the relationship between the sample and the population – that is the size of *sampling error*
- 2- All possible samples have a known and specified probability of being drawn.

Question No: 30 (Marks: 5)

You are doing research on “how to increase the efficiency level of labor”. For the research purpose you have conducted an interview with the supervisor.

Give two structured and two unstructured questions that you may ask related to your research. (2.5+2.5)

Question No: 31 (Marks: 10)

What is meant by validity and reliability? Describe the situations in which validity and reliability problems occur.
for more contents visit

FINAL TERM EXAMINATION

Spring 2009

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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.

Research Methods For Business (*A Skill Building Approach*), 4E by Sekaran U.

Dessler, G.

Neuman, W.C.

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 # 04

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

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

Opinion

Speculation

Empiricism

PAGE # 03

Rationalism

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.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html

MCQ # 02

Results are used to improve practice.

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

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9865/2525631.cw/index.html

MCQ # 02

Experimental

Applied

Basic

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.

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

MCQ # 03

They prevent a consistent approach being achieved with business research.

They prevent research from being truly objective.

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

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

MCQ # 05

Intervening variable

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.

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

MCQ # 03

OR

Measures include things like demographics (of age, income and so on), which can be counted. In fact, usually we think of measures as raw numbers. Often though, what we want to research does not lend itself immediately to straightforward calculation on numbers of things and how they vary but on slightly vaguer concepts. Like job satisfaction, for example. In this case we need a number of attitude statements, which, taken together, can be argued to represent the concept. These separate statements are indicators and often represent our 'common sense' understanding of a concept. Later, these can be coded to turn them into numbers for statistical analysis.

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.

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

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.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch09/>
MCQ # 03

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.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch10/>
MCQ # 05

Respondents may think the question is less important.
Respondents may have to ask for help when completing the questionnaire.

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?

A double barreled question consists of two or more questions joined together. It makes the respondent's answer ambiguous. For example, if asked, "Does this company have pension and health insurance benefits?" a respondent at the company with health insurance benefits only might answer either yes or no.

PAGE # 78

How satisfied you are with the organisation's marketing strategy?
How satisfied you are with the levels of customer satisfaction?

Question No: 14 (Marks: 1) - Please choose one
The small scale trial run of a particular item is called

_____.

Test Run
Pilot test

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.

PAGE # 80

Post hoc test

T test

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

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9870/2526923.cw/content/index

MCQ # 14

Structured

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.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381619.cw/index.html

MCQ # 04

OR

Usually, the population is too large for the researcher to attempt to survey all of its members. A small, but carefully chosen *sample* can be used to represent the population. The sample reflects the characteristics of the population from which it is drawn.

Convenient to access.

Easily observed in naturalistic settings.

Large enough to compare differences between subgroups.

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

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

MCQ # 05

OR

In general bigger is better when considering sample size however all researchers need to be aware of the limitations of their resources.

Heterogeneity of population.

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

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

No correlation

Low

Moderate

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381655.cw/index.html

MCQ # 06

High

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

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381655.cw/index.html

MCQ # 10

Multiple regression research

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.

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9871/2527149.cw/content/index

MCQ # 05

It is an awkward, haphazard process.

It builds from abstraction to specific, concrete examples.

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?QuestionNo:22

MCQ # 17

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

<http://wps.prenhall.com/wps/grader>

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

Include the totals of the columns and rows. These are called *marginals*. They equal the bivariate frequency distribution for the variable.
Page #107

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
MCQ # 07

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

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

Lack of specificity of variables

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9869/2526465.cw/index.html
MCQ # 05

Selection-treatment interaction
Treatment diffusion
Faulty data analysis procedures

Question No: 26 (Marks: 1) - Please choose one
Many beginner researchers believe that research involves testing, treating, and testing again is an example of:

Comparison group research
Quasi-experimental research
True experimental research
Pre-experimental research

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381886.cw/index.html

MCQ #02

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?

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

MCQ # 01

What effect does organizational size have on marketing strategy?

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

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

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

PAGE # 158

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

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9872/2527359.cw/index.html

MCQ03

Method

Discussion

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

Pre-testing may help in putting questions in proper sequence, using acceptable wording, doing appropriate translation, question spacing, structuring of answers, coding system, and needing instructions for interviewers (probing).

PAGE # 81

Post Hoc Test

T- Test

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

Convenience samples are least reliable but normally the cheapest and easiest to conduct.

PAGE # 90

Quota Sampling

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

OR

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

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

OR

http://en.wikipedia.org/wiki/Nonprobability_sampling

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

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.

Page # 104

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.

http://www.latrobe.edu.au/linguistics/resources_hons/Brochure/Para10.pdf

Quotations should be given in left margins only.

Quotations should not be given at all.

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>

MCQ # 07

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

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

MCQ#15

Let the researcher decide which group will be the best

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

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

MCQ # 26

Time series design

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

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

MCQ # 27

Proactive effect

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

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch13/>
MCQ # 04

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/>
MCQ # 02 U WILL SEE THE REMAINING IS DISADVANTAGE of the self-completed questionnaire

Question No: 41 (Marks: 5)
Defend the use of the term inductive to describe qualitative data analysis and interpretation.

Question No: 42 (Marks: 5)
Briefly discuss the Solomon's Four Group Design in experimental research with the help of example?

Question No: 43 (Marks: 10)
A multinational company ABC has launched a new tooth paste Cleanex in Pakistan.

After eight months the company wants to analyze the consumer satisfaction about their tooth paste. For research purpose, develop questions for the following scenarios that can be used in questionnaire. See the consumer preference for tooth paste or tooth powder by using nominal scale.

- i. See the consumer preference for Cleanex Tooth Paste by using ordinal scale.
- ii. See the important characteristics of the Cleanex Tooth Paste by using interval scale

so that the company can modify its strengths and improve its weaknesses.

iii. Check the monthly consumption of the tooth paste by using the ratio scale.

Question No: 44 (Marks: 10)

What are different types of probability sampling? Explain any two with detail.

Question No: 45 (Marks: 10)

What are different advantages and disadvantages of using secondary data?

FINALTERM EXAMINATION

Fall 2009

AFAAQ_TARIQ@YAHOO.COM

STA630- Research Methods

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.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381555.cw/index.html

MCQ # 06

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

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

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

MCQ # 20

Question No: 3 (Marks: 1) - 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: 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.

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9865/2525651.cw/content/index

MCQ # 24

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

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

What is the first step in the research process?

- ▶ Problem definition
- ▶ Define broad problem area

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

Page # 33

- ▶ Theoretical framework
- ▶ Preliminary data collection

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

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

Focus group discussions: It is a discussion of an issue by 6-12 persons with a moderator for 1-2 hours. The issue can be a public concern, a product, a television program, a political candidate, or a policy. Focus groups are useful in exploratory research or to generate new ideas for hypotheses, and the interpenetration of results.

PAGE # 38

► Communication analysis

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

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.

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

MCQ # 09

- The researcher failing to ask permission to interview someone.

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

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.

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

All of the following are unethical issues, EXCEPT;

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

Unethical activities

- Violating nondisclosure agreements.
- Breaking respondent confidentiality.
- Misrepresenting results.

- Deceiving people.
- Invoicing irregularities.
- Avoiding legal liability.

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Question No: 10 (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.

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch06/>
MCQ # 03

► 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.

Question No: 11 (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
MCQ # 18

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

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

- Categorize
- Distance
- Order

Ordinal scales include the characteristics of the nominal scale plus an indicator of order.

PAGE # 53

- Unique origin

Question No: 13 (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.

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

- ▶ Interval/ratio variables contain only two categories.
- ▶ Ordinal variables have a fixed zero point, whereas interval/ratio variables do not.

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

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

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch02/>
MCQ # 05

- ▶ 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

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-Chapter-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.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html

MCQ # 09

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

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.

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

MCQ # 01

- ▶ It is easier to remove interviewer effects.

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

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381347.cw/index.html

MCQ # 01

- ▶ informed consent
- ▶ anonymity

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

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381582.cw/index.html

MCQ # 17

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

Question No: 20 (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.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html

MCQ # 10

- ▶ It will allow them to apply statistical procedures in analyzing results.
- ▶ It helps them familiarize themselves with the questionnaires.

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

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

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html

MCQ # 16

- ▶ Teacher's journal entries

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

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.

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch03/>
MCQ # 08

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

Question No: 23 (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/MCQ # 07>

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

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. **Correct**
- The volume of female managers in the retail industry.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch09/MCQ # 09>

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? **Correct**
- ▶ How to overcome the issue of false consciousness?

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch18/>
MCQ # 09

- ▶ What data to use while publishing findings?

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

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381384.cw/index.html
MCQ # 02

- ▶ Snowball
- ▶ Maximum variation
- ▶ Normal case

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

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9866/2525932.cw/index.html
MCQ # 03

- ▶ Homogeneous
- ▶ Purposive

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.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1488/381150.cw/index.html

MCQ # 02

OR

PAGE # 90

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

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.

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381655.cw/index.html

MCQ # 09

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

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 **Correct**
- Classifying and interpreting
- Data management

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381473.cw/index.html

MCQ # 06

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

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

- Word
- Topic **Correct**
- Category
- Pattern

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381483.cw/index.html

MCQ # 01

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.

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9871/2527149.cw/content/index

MCQ # 11

- Interpretation involves computerized analysis of data.
- Data analysis is explanatory and interpretation is conceptual.

Correct

► Data analysis involves conceptualization but interpretation does not.

Question No: 34 (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" **Correct**

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html

MCQ # 17

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

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381743.cw/index.html

MCQ # 18

- Analysis of covariance

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 **Correct**
- ▶ Dividing data in parts that represent single thoughts

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381473.cw/index.html

MCQ # 04

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

The bivariate tables derived from trivariate table are called;

- ▶ Sub table
- ▶ Bivariates
- ▶ **Partials**

A trivariate table has a bivariate table of the independent and dependent variable for each category of the control variable. These new tables are called *partials*.

PAGE # 110

- ▶ Correlational tables **Correct**

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**

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381820.cw/index.html

MVQ # 16

- ▶ There are no comparison groups available

Question No: 39 (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

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381820.cw/index.html

MCQ # 17

OR

http://en.wikipedia.org/wiki/Factorial_experiment

- ▶ Time-series design **Correct**
- ▶ Quasi-experimental design

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

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381347.cw/index.html

MCQ # 18

- ▶ Observer effect **Correct**
- ▶ Nonparticipant effect

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 **Correct**
- ▶ Reflection

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1489/381392.cw/index.html

MCQ # 01

- ▶ Protocol
- ▶ Formal data

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

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

- ▶ Social research
- ▶ Action research
- ▶ Experimental research

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

MCA # 07

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

Which of the following can be referred as Haphazard Sampling?

- ▶ Convenience Sampling

Convenience sampling (also called haphazard or accidental sampling)

PAGE # 90

OR

http://www.starmass.com/en/research_sampling_method.htm

- ▶ Purposive Sampling
- ▶ Snowball Sampling **Correct**
- ▶ Quota Sampling

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

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

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

An important issue in index construction is whether to weight items.
PAGE # 103

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

Observations of Non-Reactive Observations

- External Appearance
- Count Behaviors
- Time Duration

PAGE # 124

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>

MCQ # 07

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

MCQ # 05

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 **Correct**
- ▶ Inexpensive

As the cost of personal interviews continues to increase, telephone interviews are becoming relatively inexpensive. It is estimated the cost of telephone interviewing is less than 25% of the door to door personal interviews.

PAGE # 69

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

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

- ▶ Mail survey

Mail questionnaires can reach a geographically dispersed sample simultaneously and at a relatively low cost because interviewers are not required.

PAGE # 70

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

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

As the cost of personal interviews continues to increase

PAGE # 69

- ▶ Mall intercept personal interview

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

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

Interviewer Bias

Interviewer's personal likings and dis-likings, the environment, and cultural biases can affect the understanding of the responses, its recording, and its interpretation.

PAGE # 66

- ▶ Submission bias
- ▶ Response bias **Correct**

Question No: 53 (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

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

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 **Correct**
- ▶ Proportional stratified sample

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.

Page # 94

- ▶ Cluster sampling
- ▶ Convenience sample

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

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

Coding

Entering the answer to survey questions into a computer in

abbreviated form. For example, M for male, F for female. [Coding in qualitative research](http://www.audience dialogue.net/gloss-data.html) uses the same principle, on a larger scale. <http://www.audience dialogue.net/gloss-data.html>

Or

Page # 99

For example, a researchers codes males as 1 and females as 2. Each category of variable and missing information needs a code. A **codebook** is a document (i.e. one or more pages) describing the coding procedure and the location of data for variables in a format that computers can use.

- ▶ Editing
- ▶ Verification
- ▶ Test tabulation

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

Arranging data into a table is called:

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

The classification or placing of data into tabular form is called as 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

A contingency table is formed by cross-tabulating the two or more variables. It is contingent because the cases in each category of a variable get distributed into each category of a second variable. The table distributes cases into categories of multiple variables at the same time and shows how the cases, by the category of one variable, are "contingent upon" the categories of the other variables

Page # 105

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

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**

Snowball sampling is a special nonprobability method used when the desired sample characteristic is rare. It may be extremely difficult or cost prohibitive to locate respondents in these situations. 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.
<http://www.statpac.com/surveys/sampling.htm>

- ▶ Convenience sample
- ▶ Cluster sample **Correct**

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**

Instrumentation Effects: Instrumentation effects are yet another source of threat to internal validity. These might arise because of a change in the measuring instrument between pretest and posttest, and not because of the instrument's differential impact at the end. For example, in a weightloss experiment, the springs on the scale weaken during the experiment, giving lower readings in the posttest. A change in the wording of questions (may be done to avoid testing effects), change in interviewers, or change in other procedures to measure the dependent variable can cause instrumentation effect. Performance of the subjects measured by the units of output in the pretest, but when measuring the out put in posttest the researcher measures it by "the number of units rejected, and the amount of resources expended to produce the units.

Page # 121

- ▶ Cohort effect

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

Factors Affecting Internal Validity

1. History Effect:
2. Maturation Effect:
3. Testing Effects:
4. Instrumentation Effects: (Page # 121)
5. Selection Bias Effect:
6. Statistical Regression:
7. Mortality:
8. Mechanical Loss:
9. Experimenter Expectancy:
 - Cohort effect
 - Attrition effect
 - All of the given options

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

<http://www.coe.iup.edu/grbieger/Classes/LTCY698/Module6/Validity.ppt#263,6>

- External validity, internal validity
- Randomization, reliability
- Reliability, randomization

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

Field Interview

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

- Deception
- None of the given options

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

The basic idea is to lay out a set of issues for the group to discuss. It is important to bear in mind that the moderator will mostly be improvising comments and questions within the framework set by the guidelines.

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- ▶ 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

Disadvantages of Focus Groups

Require objective, sensitive, and effective moderators.

May have unique sampling problems

May not be useful for discussing sensitive topics in face-to-face situations

Cost a considerable amount of money, particularly when they are not conducted by someone employed by the company desiring the focus group.

Higher cost

Question No: 65 (Marks: 3)

What do we write in executive summary of a research report?

Executive Summary of Research Report:

It is very important part of the report. And it is observed that mostly managers read summary report normally and rest members read whole report.

Executive summary write in four elements:

1. First objective of the report is mentioned and then most important part and specific reason of the project.
2. Main results are presented including purpose.
3. The conclusions of the report based on results.
4. The suggestions on the basis of conclusions that action will be taken.

Question No: 66 (Marks: 5)

What is different Ethical dilemma of Field research?

Ans

Ethical Dilemmas of Field research

The dilemmas are made when the researchers are alone in fields and have very much little time to make decision. The ethical dilemmas raises when a field researcher get involve into lives of other people. These dilemmas arise suddenly when some one interacting in the field with others.
Some of these dilemmas:

Confidentiality:

In field some learns a lot and some not very much, similarly some one has some confidential data and don't want to share with anyone which creates it.

Deception:

Deception may arise because of false role, name or identity, some agreed with some one and some one not some time. So because of these things this occurs.

The powerful:

Field researchers are normally those who are without power in society e.g., street people, the poor, and powerful people block their way and criticized them

Involvement with deviations:

Some researchers conduct research on deviants who engage in illegal behavior. This type of things create dilemma due to involvement in illegal activities.

Last field reports:

At the end of research, the knowledge, a researcher gains and his final report or thesis can make a dilemma between the right of privacy and the right to know. In last report if researcher hides some fact or not give the true picture of research then it creates a dilemma.

Question No: 67 (Marks: 10)

By using Likert scale, how would you score a positive and negative statement? Give one example to explain your answer.

Ans:

Likert scale is based on 5 responses therefore let's take an example and construct a number of statements for each element with five responses.

- Strongly Agree
- Agree
- Undecided
- Disagree
- Strongly Disagree

These statements could be of both positive and negative.

For positive statements

We score from 5 to 1 i.e. strongly agree to strongly disagree

For negative statement

Score will be reversed i.e 1 to 5

- 1 for strongly agree
- 2 for agree
- 3 for undecided
- 4 for disagree
- 5 for strongly disagree

Question No: 68 (Marks: 10)

How observations can be structured in non-reactive research?

Ans

In non reactive research, the people or the things that are being studied are not aware of that.

Non reactive research is structured as follow:

PHYSICAL TRACES:

• **Erosion:**

In erosion wear and tear has a greater use. For example, a researcher examines that children like those toys which are worn out and children have more interest in them.

ARCHIVES:

• **Running Records:**

In these records many researches can be done.

For example, a record of thieves in jail record of daily marriages. Etc.

• **Other Records:**

Irregular records can give a lot

. For example, look into the number of reams of paper purchased by a college principal's office for the last 10 years and compare it with students' enrollment.

OBSERVATIONS:

- **Time Duration:**

By this type of research, researcher can check the interest of people indifferent things. Like time spending in seeing the signboards on the road.

- **External Appearance:**

It shows the behavior of people in social factor that how they want to look.

How people appear may indicate social factors. For example, a researcher can examine that in university how much percentage of student's wear casual dressing and how much formal.