

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

Time: 120 min

Marks: 92

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

On which of the following, scientific knowledge mostly relies?

Identification of events

Logical understanding www.vchowk.com

Prior knowledge

All of the given options

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

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

Hypotheses are very specific and stated prior to beginning the study.

Hypotheses are never used.

Hypotheses are often generated as the data are collected, interpreted, and analyzed.

Hypotheses are always stated after the research study has been completed.

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

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

“Downsizing in an organization in future is associated with the level of job security of the present employee in an organization” is an example of which of the following?

Correlational hypothesis

Descriptive hypothesis

Explanatory hypothesis

Non Descriptive hypothesis

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

Which two of the following are legitimate frameworks for setting out a literature review?

1. Constructing intertextual coherence, 2. Deconstruction of textual coherence, 3. **Problematizing** the situation, 4. Resolving discovered problems?

▶ 1 and 2

▶ 2 and 3

▶ 1 and 3

▶ 2 and 4

<http://www.oup.com/uk/orc/bin/9780199202959/01student/cqs/ch04/>

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

Which of the following is the appropriate way in which to view the reliability of observational data?

Test-retest

Parallel forms

Internal consistency

Inter observer reliability

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1488/381171.cw/index.html

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

Which of the following is the evidence that the instrument, techniques, or process used to measure concept does indeed measure the intended concepts?

Reliability

Replicability

Scaling

Validity

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

If a study is 'reliable', this means that:

It was conducted by a reputable researcher who can be trusted.

The measurements devised for concepts are stable on different occasions.

The findings can be generalized to other social settings.

The methods are stated clearly enough for the research to be replicated.

http://books.google.com.pk/books?id=b2ujHWrRpVQC&pg=PA276&dq=%22If+a+study+is+%27reliable%22&hl=en&ei=pXg0TbSYHoHW4wbegOGeDg&sa=X&oi=book_result&ct=result&resnum=1&ved=0CCcQ6AEwAA#v=onepage&q=%22If%20a%20study%20is%20%27reliable%22&f=false

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

Which of the following is not a form of measurement validity?

Concurrent validity

Face validity

Conductive validity

Convergent validity

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

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

One of the preoccupations of quantitative researchers is with generalization, which is a sign of:

External validity

Internal reliability

External reliability

Internal validity

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

Question No: 10 (Marks: 1) - Please choose one
The validity of a measure refers to which of the following?

Consistency of the measurement

Particular type of construct specification

Comprehensiveness with which it measures the construct

Accuracy with which it measures the construct

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

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

Panel and cohort designs differ in that:

Cohort studies involve quantitative research, whereas panel studies are qualitative.

A panel study does not need rules to handle new entrants to households.

Only a cohort study will suffer from sample attrition.

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

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

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

A study design in which the researcher might create _____ to establish cause-and-effect relationship is called Experimental Design.

An artificial setting, control some variables and manipulates the independent variable

A natural setting, control some variables and manipulates the dependent variables

An artificial setting, control some variables and manipulates the dependent variable

All of the given options

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

Which of the following is NOT a necessary component of survey research?

Triangulation of data

Literature review

Data analysis

Validity

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

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

Which of the following is NOT a longitudinal study?

Panel study

Cohort study

Census study

Trend study

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

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

The most critical area of an article to read is;

Introduction

Abstract

Results section

Limitations www.vchowk.com

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

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

A list of participants

A self-addressed, stamped envelope

Purpose of the study

Reasons to respond

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

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

Questions that include negatives should be avoided because:

The respondent may miss out the negative word.

The respondent may be unsure how to answer if the question includes a double negative.

The respondent may be led by the question.

All of the given options

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

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

Which of the following is an advantage of open ended questions?

They allow respondents to answer in their own terms.

They prevent respondents from giving unusual answers.

They allow respondents to put less effort into their answer.

They allow respondents to code their answers in advance.

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

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

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

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

Respondents may inadvertently omit key terms in the question.

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

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

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

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

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

Representative of the target population

Convenient to access

Easily observed in naturalistic settings

Large enough to compare differences between subgroups

REF:

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

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

Which of the following concerns is MOST likely to become a problem if Mr. Baber uses purposive sampling techniques?

Generalizability from the sample to the population

Statistically equal groups

Subjects participating in the study

Selection of participants who are thought to be informative, articulate, and experienced with the research topic and setting

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1488/381088.cw/index.html

http://wps.prenhall.com/chet_airasian_edresearch_8/38/9866/2525919.cw/index.html

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

The logic of purposive sampling is:

To use participants because the researcher has access to them

That a random sample can generalize to a population

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

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

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

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

Which of the following could indicate a statistically significant correlation?

0.12

0.34

-0.45

Either .34 or -.45

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

Which of the following is a characteristic of qualitative research that affects how a researcher approaches data analysis?

There is no single way to gain understanding of phenomena

Reality is described with language that potentially has different semantic meanings for the researcher and participants

There are many ways to report data

All of the given options

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381467.cw/index.html

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

A measure that indicates the average performance of a group on some variable is known as;

Mean

Analysis of covariance

Chi square

Standard deviation

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

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

The findings from a study of decision making processes within a Pakistani financial services company can be generalized to:

Companies all over the world

Decision making processes in all financial services companies

Decision making processes in the all Pakistani companies

Decision making processes in the researched companies

business and management researcher should be cautious of overgeneralizing findings beyond the researched organization to alternative culture

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

The study of documents used by writers is a method of _____.

Regression analysis

In-dept analysis

Content analysis

Time series analysis

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In a way content analysis is also the study of documents through which the writers try to communicate, though some of the documents (like population census) may simply contain figures.

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

Which of the following is an excellent way to enhance the validity of observational data collection?

Spend an extended period of time in the field.

Obtain participant trust.

Recognize your own biases.

Spend time in field, obtain participant trust, recognize biases.

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

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

Historians organize evidence usually in:

Comparative form

Narrative form

Logical form

Critical form

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

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

Which of the following is not a reason of why it is preferable to tape record a focus group session?

It is quicker and easier to make brief notes about what is said.

It enables the researcher to identify which people are acting as opinion leaders.

Without a tape recording it is difficult to keep an accurate record of who said what.

It allows for analysis of how certain points are put forward.

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

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

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

Review of the literature

Significance of the study

Results

Discussion

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1492/382157.cw/index.html

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

In the area of management which style of referencing is mostly used?

AMA

APA

ASA

PPA

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(page 164)

Since APA format is followed for referencing in many journals in management area, we shall present that here as a specimen. All the citations mentioned in the research report should find a place in the References section at the end of the report.

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

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

Element

Target Population

Sampling Frame

Sampling Unit

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

Question No: 34 (Marks: 1) - Please choose one
Which of the following can be referred as Expert opinion sample?

- Purposive Sampling
- Snowball Sampling
- Convenience Sampling
- Quota Sampling

Purposive Sampling

Depending upon the type of topic, the researcher lays down the criteria for the subjects to be included in the sample. Whoever meets that criteria could be selected in the sample. The researcher might select such cases or might provide the criteria to somebody else and leave it to his/her judgment for the actual selection of the subjects. That is why such a sample is also called as judgmental or expert opinion sample.

Question No: 35 (Marks: 1) - Please choose one
Which of the following sampling method is the best way to select a group of people for a study if you are interested in making statements about the larger population?

- Convenience sampling
- Quota sampling
- Purposive sampling
- Random sampling

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

Q#27

Question No: 36 (Marks: 1) - Please choose one
Which one of the following is often measured at the interval or ratio level?

- Scale
 - Index
 - Unidimensionality
 - Weighing
- (page 102)

Indexes are often measured at the interval or ratio level.

Question No: 37 (Marks: 1) - Please choose one
Which of the following number of variables involved in Descriptive Statistics?

- Bivariate
- Multivariate
- Univariate

All of the given options

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

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

Which of the following occurs when one partial replicate the initial bivariate relationship but other partials do not?

Replication pattern

Specification pattern

Negative linear relationship

Suppressor variable pattern

Page#111

The specification pattern is the next easiest pattern. It occurs when one partial replicate the initial bivariate relationship but other partials do not.

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

There are a number of ways in which confounding extraneous variables can be controlled. Which of the following control techniques is considered to be the best?

Treatment group

Matching

Counter balancing

Random assignment

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

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

Which of the following designs does an excellent job of controlling for rival hypotheses that threaten the internal validity of an experiment?

Posttest-only design with nonequivalent groups

Posttest-only control-group design

Pretest-posttest control-group design

Posttest-only design without nonequivalent groups

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

Q#18

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

Statistical packages are used for all of the following, EXCEPT;

Statistical calculations

Hypothesis testing

Result interpretation

Extracting relevant information

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Statistical Package for the Social Sciences (SPSS), SYSTAT, Epi. Info. And MINITAB is commonly used statistical packages. These user friendly packages emphasize statistical calculations and hypothesis testing for varied types of data. They also provide programs for

entering and editing data. Most of these packages contain sizeable arrays of programs for descriptive analysis and univariate, bivariate, and multivariate statistical analysis.

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

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

Concurring

Coding

Coloring

Segmenting

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

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

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

Which of the following is the primary purpose of survey research?

Find cause-and-effect relationships

Determine and describe the way things are

Predict the way things will be based on the way things are

Compare groups to determine differences

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

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

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

They tend to be alike in many ways.

Data cannot be analyzed for only part of a sample.

They cannot be found to determine if they are similar to respondents.

They may have different opinions than respondents.

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

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

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

Cheaper

Expensive

Easier

Inexpensive

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

Which of the following is the most common method of generating primary data?

► **Surveys**

► Literature Review

► Communication analysis

► Research Journals

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Surveys: The most common method of generating primary data is through surveys.

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

Which of the following refers to the extent that all information collected in a questionnaire addresses a research question that will help the decision maker address the current business problem?

- ▶ Accuracy
- ▶ Counter balanced
- ▶ **Relevance**
- ▶ Frequency

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

When a company decides to send an Internet survey to all of its 157-member sales force to determine their morale, this is an example of a:

- ▶ **Census**
- ▶ Cluster sample
- ▶ Multistage area sample
- ▶ Sample

A sample survey is asked of a limited group of people, while a census is conducted in an attempted to get an answer from all people in a geographical area or population.

Read more

Census surveys forms the basis for the provision of appropriate services with respect to the local community's needs. These basic surveys provide estimates of the population by age, sex, education levels, household income and contraceptive prevalence rate, as well as morbidity and mortality rates.

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

When researcher instructs field interviewers to interview 30 workers in manufacturing industries, 30 in service industries, 30 in non-profit organizations, 30 in healthcare industries, and 30 in the government sector, this represents what type of sampling procedure?

- ▶ Systematic sample
- ▶ Stratified sample
- ▶ Judgment sample
- ▶ **Quota sample**

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

Which of the following probability sampling technique is low cost and frequently used?

- ▶ Simple random
- ▶ Snowball
- ▶ Quota
- ▶ **Cluster**

(Page 95)

The unit costs of cluster sampling are much lower than those of other probability sampling designs.

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

The sampling procedure of obtaining those people or units that are most conveniently available is called:

- ▶ Stratified sample
- ▶ **Convenience sample**
- ▶ Judgment sample
- ▶ Cluster sample

Convenience sampling (also called haphazard or accidental sampling) refers to sampling by obtaining units or people who are most conveniently available. For example, it may be convenient and economical to sample employees in companies in a nearby area, sample from a pool of friends

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

When a respondent's answers to ten Likert-scale items are added up to form a total subset score for these questions, this is an example of:

- ▶ Data indexing
- ▶ Contingency analysis
- ▶ **Data transformation**
- ▶ None of the given options

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

When a local television station sends a crew to interview joggers in the Iqbal park on a beautiful spring day, this represents what type of sample?

- ▶ Cluster sample
- ▶ **Convenience sample**
- ▶ Multistage area sample
- ▶ Systematic sample

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

Which experimental design involves manipulating a single independent variable to observe its effect on a single dependent variable?

- ▶ Primary experimental design
- ▶ Basic experimental design
- ▶ Factorial experimental design
- ▶ Counterbalanced experimental design

Question No: 55 (Marks: 1) - Please choose one
Arranging data into a table is called:

- ▶ **Tabulation**
- ▶ Frequency
- ▶ Analysis
- ▶ All of the given options

Question No: 56 (Marks: 1) - Please choose one
Which of the following is critical when conducting experimental research because it allows researchers to return subjects to normal?

- ▶ Manipulation check
- ▶ Cohort analysis
- ▶ Debriefing
- ▶ Deception

Question No: 57 (Marks: 1) - Please choose one
Research projects involving experimental manipulations that are implemented in a natural environment are called:

- ▶ Laboratory experiments
- ▶ **Field experiments**
- ▶ Primary experiments
- ▶ Secondary experiments

Studies conducted to establish cause-and-effect relationship using the same natural environment are called field experiments

Question No: 58 (Marks: 1) - Please choose one
Which of the following element is not included for behavioral observation?

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

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Question No: 59 (Marks: 1) - Please choose one
The study of documents used by writers is a method of _____.

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

(PAGE 129)

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

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_____ actions or feelings can be recorded when they occurred rather than at a time specified by the researcher.

- ▶ The Confessions
- ▶ **The spontaneous**
- ▶ Non-reactivity
- ▶ All of the given options

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

Historical-Comparative research focuses on:

- ▶ Its broad historical processes
- ▶ Comparing forms
- ▶ Tracing the development of social forms
- ▶ **All of the given options**

Historical-Comparative research focuses on:

- Tracing the development of social forms (patterns) overtime as well as its broad its broad historical processes, and
- Comparing those forms and its developmental processes across cultures (countries/nations).

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

Historians organize evidence usually in:

- ▶ Comparative form
- ▶ **Narrative form**
- ▶ Logical form
- ▶ All of the given options

(PAGE 150)

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

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

The person who leads a focus group discussion is called a _____.

- ▶ Anchor
- ▶ Facilitator
- ▶ **Moderator**
- ▶ Recorder

http://books.google.com/books?id=j7aawGLbtEoC&pg=PA180&dq=person+who+leads+a+focus+group+discussion+is+called+a&hl=en&ei=X9w1TZfiLo-G4gbk2ZBb&sa=X&oi=book_result&ct=result&resnum=2&ved=0CCgQ6AEwAQ#v=onepage&q=person%20who%20leads%20a%20focus%20group%20discussion%20is%20called%20a&f=false

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

Which is NOT a main function of focus groups?

- ▶ **Generating insight into previously misunderstood topics**
- ▶ In-depth information gathering from one participant

- ▶ **Understanding how group members arrive at their conclusions**
- ▶ **Encouraging group interaction**

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Solved by DR ABDUL SABOOR

MS business administration

mb120400120@vu.edu.pk

dr7wb@yahoo.com

Cell=0334-7165488

Pakistan