

**STA630 FINAL TERM 10 PAPERS SOLVED BY
LAIBA BUTT**

PAPER#1

FINAL TERM EXAMINATION
Spring 2009
STA630- Research Methods (Session - 2)
Marks: 80

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

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

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

To formulate a research problem and disprove the hypothesis.

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

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

REFERENCE:

<http://dictionary.reference.com/browse/scientific+method>

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

An inductive logic is one that:

Involves testing as explicitly defined hypothesis.

Does not allow for findings to feed back into the body of knowledge.

Uses quantitative methods whenever possible.

Allows theory to emerge out of the data.

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

Which of the following is not a concept?

Leadership.

Total Quality Management.

Human Resource Management.

Intelligence Quotient (IQ).

REFERENCE:

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

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

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

Note: Solve these papers by yourself

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A variable that is manipulated or controlled by the experimenter.

A response variable.

The behavioural measure made by the experimenter.

A dependent variable that is controlled by the experimenter.

REFERENCE:

<http://psychology.about.com/od/researchmethods/f/variable.htm>

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

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

Moderating variable

Independent variable

Categorical variable

Dependent variable

REFERENCE:

[http://free-books-online.org/mathematics/business-mathematics-statistics/research-methods-business-mathematics-statistics/variables-and-types-of-variables/.](http://free-books-online.org/mathematics/business-mathematics-statistics/research-methods-business-mathematics-statistics/variables-and-types-of-variables/)

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

A measure is reliable if it provides consistent _____.

Hypothesis

Results

Procedure

Sensitivity

REFERENCE:

http://books.google.com.pk/books?id=7cYOAAAQAAJ&pg=PA231&lpg=PA231&dq=A+measure+is+reliable+if+it+provides+consistent&source=bl&ots=zHHS6zRj&sig=w39kjLqx_FM6I_TP18m7lsoZIho&hl=en&ei=In0pTeOvGcag8QPJuYnSAg&sa=X&oi=book_result&ct=result&resnum=4&ved=0CDAQ6AEwAw#v=onepage&q=A%20measure%20is%20reliable%20if%20it%20provides%20consistent&f=false

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

Which of the following statements relates to concurrent validity?

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

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

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

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

REFERENCE:

An example of concurrent validity is the use of the criterion of absenteeism to measure job satisfaction

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

Research may differ along a series of dimensions. Which of the following may be applied

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to this statement?

The type of data collected.

The data-collection technique.

The level of manipulation used to elicit data collection.

All of the given options.

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

Cross cultural studies are an example of:

Comparative design.

Longitudinal design.

Experimental design.

Case study design.

REFERENCE:

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

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

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

Which of the following is NOT one of those principles?

Avoid using "leading" or "loaded" questions

Avoid double-barreled questions

Avoid ambiguity and confusion

Avoid arranging questions in a sequence

REFERNCE:

1. Questionnaire Relevancy

2. Questionnaire Accuracy

3. **Avoid Ambiguity, Confusion, and Vagueness**

4. **Avoid Double-Barreled Questions**

5. **Avoid Leading Questions**

6. **Avoid Loaded Questions**

7. **Avoid Burdensome Questions that may Tax the Respondent's Memory**

8. **Arrange Questions in a Proper Sequence**

9. **Use Filter Question, if Needed**

10. **Layout of the questionnaire**

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

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

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

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

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

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

REFERENCE:

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

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

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

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

Respondents may inadvertently omit key terms in the question.

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

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

REFERENCE:

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

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

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

Listen more and talk less

Don't interrupt

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

All of the given options

REFERENCE

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

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

Smaller sample sizes can be used in correlation research when;

The researcher expects no relationship between the variables.

There are only two variables to correlate.

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

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

REFERENCE

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

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

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

Reading and memoing

Describing the content and participants

Classifying and interpreting

Data management

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REFERENCE:

<http://www.slideshare.net/guestcc1ebaf/research-design-and-methodology>

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

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

Reading ability

Parental involvement

Teacher expectations

College attendance

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

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

Analysis of covariance

Chi square

Standard deviation

Pearson "r"

REFERENCE:

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

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

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

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

Self-confidence causes popularity.

Popularity causes self-confidence.

Self-confidence and popularity are related.

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

Which of the following is true about validity?

A study can be internally valid but not externally valid.

A study can be externally valid but not internally valid.

A study must be both internally and externally valid.

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

REFERENCE

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

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

Testing most likely, negatively affect internal validity when:

The information tested is attitudinal in nature

The time between pre- and posttest is short

The instrument is unreliable

The participants are very low scorers

REFERENCE:

Note: Solve these papers by yourself

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Testing becomes a more viable threat to internal validity as the time between pretest and posttest is shortened.

http://www.google.com.pk/#sclient=psy&hl=en&q=WHEN+++Testing+most+likely%2C+negatively+affect+internal+validity+%3F&aq=f&aqi=&aql=&oq=&gs_rfai=&pbx=1&fp=165a74728c73b339

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

Ecological validity refers to:

The participants to whom results generalize

The instruments used to measure the independent and dependent variables

The internal validity of a study

The context to which results generalize

REFERENCE

http://books.google.com.pk/books?id=1giK8vyEz_cC&pg=PA184&lp=PA184&dq=Ecological+validity+refers+to&source=bl&ots=91mTILVfXC&sig=dsOOXbKthFN25NQvdGKR5WBM1_E&hl=en&ei=Quk8TcesDoOu8gOvi9XCCA&sa=X&oi=book_result&ct=result&resnum=10&ved=0CF4Q6AEwCQ#v=onepage&q=Ecological%20validity%20refers%20to&f=false

OR

<http://www.alleydog.com/glossary/definition.cfm?term=Ecological%20Validity>

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

Which one is not the part of non reactive research?

Physical traces

Archives

Observations

Interviews

REFERENCE:

PG 124

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

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

Observe only one behavior at a time

Allow variables to emerge from the context

Record behaviors only after leaving the site

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

REFERENCE

http://wps.prenhall.com/chet_airsian_edresearch_7/5/1489/381347.cw/index.html

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

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

Make dummy tables

Work output of each member

Length of Questionnaire

Format Tools

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REFERENCE

<http://free-books-online.org/mathematics/business-mathematics-statistics/research-methods-business-mathematics-statistics/pilot-testing-of-the-questionnaire-2/>

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

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

Element

Target Population

Sampling Frame

Sampling Unit

REFERENCE

<http://free-books-online.org/mathematics/business-mathematics-statistics/research-methods-business-mathematics-statistics/sample-and-sampling-terminology/>

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

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

Statistic

Observation Unit

Parameter PG 89

Sampling Unit

REFERENCE

http://books.google.com.pk/books?id=1_ISEh6AAfYC&pg=PA212&lpg=PA212&dq=Which+of+the+following+is+the+summary+description+of+a+given+variable+in+a+population?&source=bl&ots=N6CJMmJRh4&sig=HzOdGMD7J3a1slZpLZ3zyygeOhw&hl=en&ei=9O08TbKqM4G38QOy2PShCA&sa=X&oi=book_result&ct=result&resnum=5&ved=0CDMQ6AEwBA#v=onepage&q=summary%20description%20of%20a%20given%20variable&f=false

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

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

Parameter

Sampling Unit PG 89

Observation Unit

Statistic

REFERENCE

http://books.google.com.pk/books?id=1_ISEh6AAfYC&pg=PA212&lpg=PA212&dq=Which+of+the+following+is+the+summary+description+of+a+given+variable+in+a+population?&source=bl&ots=N6CJMmJRh4&sig=HzOdGMD7J3a1slZpLZ3zyygeOhw&hl=en&ei=9O08TbKqM4G38QOy2PShCA&sa=X&oi=book_result&ct=result&resnum=5&ved=0CDMQ6AEwBA#v=onepage&q=element%20or%20set%20of%20elements%20considered%20for%20selection%20in%20some%20stage%20of%20sampling&f=false

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

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

Purposive Sampling

Snowball Sampling

Convenience Sampling

PG 90

Quota Sampling

REFERENCE:

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.

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

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

Convenience Sampling

Quota Sampling

Snowball Sampling

Purposive Sampling

REFERENCE:

Convenience samples are least reliable but normally the cheapest and easiest to conduct. Convenience sampling is most often used during the exploratory phase of a research project and is perhaps the best way of getting some basic information quickly and efficiently. Often such sample is taken to test ideas or even to gain ideas about a subject of interest.

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

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

Convenience sampling

Quota sampling

Purposive sampling

Random sampling

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

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

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Unidimensionality

Scale

Weighing

Index Construction

REFERENCE

http://books.google.com.pk/books?id=8eftmoqM10C&pg=PA203&lpg=PA203&dq=In+which+of+the+following+conditions,+each+part+of+the+construct+should+be+measured+with+at+least+one+indicator?&source=bl&ots=B5sRjVRQ5b&sig=f0F4xfadw5EHIgWiedw5u96h3dk&hl=en&ei=6-88TerwEc6r8QOw3pj_CA&sa=X&oi=book_result&ct=result&resnum=2&ved=0CBwQ6AEwAQ#v=onepage&q=Each%20part%20of%20the%20construct%20should%20be%20measured%20with%20at%20least%20one%20indicator&f=false

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

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

Bivariate

Multivariate

Univariate

All of the given options

PG 105

REFERENCE:

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). Univariate statistics describe one variable

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

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

Letters

Memos

Telephone conversations

Emails

REFERENCE:

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

SEE Heading Personal communication in the given link

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

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

Experimental control

Differential influence

Matching

Analysis of covariance

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REFERENCE:

<http://www.google.com.pk/#sclient=psy&hl=en&q=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%3F+Experimental+control+Differential+influence+Matching+Analysis+of+covariance&aq=f&aqi=&aql=&oq=&fp=34afac594b3b4b06>

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

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

Dependent variable

Extraneous variable

Independent variable

Confounding variable

REFERENCE

<http://www.scribd.com/doc/22683412/Lecture-Notes-Research-Chaper-1-9?query=In+an+experimental+research+study%2C+the+primary+goal+is+to+isolate+and+identify+the+effect>

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

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

Interaction effect

Reactive effect

Main effect

Proactive effect

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

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

Concurring

Coding

Coloring

Segmenting

REFERENCE:

http://books.google.com.pk/books?id=b2ujHWrRpVQC&pg=PA520&lpg=PA520&dq=Which+of+the+following+is+the+process+of+marking+segments+of+data+with+symbols,+descriptive+words+or+category%3F&source=bl&ots=iob775aegT&sig=hTUSYMuPeLt8VCvdp4jucfDYOVw&hl=en&ei=odkzTdPNGcuNjAeD_sDQCQ&sa=X&oi=book_result&ct=result&resnum=1&ved=0CBYQ6AEwAA#v=onepage&q=Which%20of%20the%20following%20is%20the%20process%20of%20marking%20segments%20of%20data%20with%20symbols%2C%20descriptive%20words%20or%20category%3F&f=false

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

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

Standardized tests

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Interviews

Secondary data

Observations

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

Which one is NOT an advantage of personal interviewing?

Interviewer influence

Probing complex questions

Visual aids

High completion rate

REFERENCE:

PG 64

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

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

Cumulative

Deterministic

Unethical

Rationalism

REFERENCE

Important Characteristics of Scientific Method

1. Empirical
2. Verifiable
3. Cumulative
4. Deterministic
5. Ethical and Ideological Neutrality
6. Statistical Generalization
7. Rationalism

PAPER#2

FINALTERM EXAMINATION

Spring 2010

STA630- Research Methods (Session - 3)

Time: 90 min

Marks: 69

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

The part of the action research spiral that differentiates this research methodology from

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other kinds of research is;

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

REFERENCE:

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

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

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

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

REFERENCE

The theory of multiple intelligences is fairly well established, and this researcher is trying to understand how to use this theory in the classroom. In addition, there is no assessment of merit or worth to suggest this could be evaluation research, nor is there any sense that the researcher is conducting the research to solve a local, isolated problem.

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** • PG 27

REFERENCE

Theoretical reviews

Compare how different theories address an issue.

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

Which of the following functions is performed by theoretical framework?

- ▶ Elaborates the relationship among the variables.
 - ▶ Explains the logic underlying these relationships.
 - ▶ Describes the nature, and direction of the relationships.
 - ▶ **All of the given options.** PG 30

REFERENCE:

Specifically a theoretical framework:

- Elaborates the relationship among the variables.
- Explains the logic underlying these relationships.

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- Describes the nature, and direction of the relationships

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.**

REFERENCE:

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

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

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

▶ Classroom observation

▶ Student questionnaires

▶ Videotaping of classes

▶ **Students' standardized test scores**

REFERENCE:

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

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

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

▶ Listen more and talk less

▶ Don't interrupt

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

▶ **All of the given options**

REFERENCE

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

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

Why should a business researcher record and transcribe interviews?

▶ It overcomes all possible ethical considerations.

▶ The response of participants can be more readily shared with senior management.

▶ **It allows a more thorough examination of what the interviewee has said.**

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

REFERENCE:

Having an accurate record of the interview on a tape recording means not only that analysis is easier, but also that the actual interview will not be punctuated by the researcher having to take notes.

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

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

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

REFERENCE:

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

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

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

- ▶ Analysis of covariance
- ▶ Chi square
- ▶ Standard deviation
- ▶ **Pearson "r"**

REFERENCE:

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

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

Researchers organize data into all of the following, EXCEPT:

- ▶ Field
- ▶ **Table** PG 99
- ▶ Record
- ▶ File

REFERENCE:

Researchers organize data into fields, records, and files.

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

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

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

REFERENCE:

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1491/381867.cw/index.html

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

Testing most likely, negatively affect internal validity when:

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

REFERENCE:

Testing becomes a more viable threat to internal validity as the time between pretest and posttest is shortened.

http://www.google.com.pk/#sclient=psy&hl=en&q=WHEN+++Testing+most+likely%2C+negatively+affect+internal+validity+%3F&aq=f&aqi=&aql=&oq=&gs_rfai=&pbx=1&fp=165a74728c73b339

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

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

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

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

Which one is not the part of non reactive research?

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

REFERENCE:

PG 124

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

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

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

REFERENCE:

http://wps.prenhall.com/chet_ariasian_edresearch_7/5/1487/380850.cw/site_search_frame/index.html

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

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

- ▶ **Historical comparative research** **PG 148**

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

REFERENCE:

Synthesis links specific evidence with an abstract model of underlying relations or causal mechanism. A researcher often looks for new evidence to verify specific links that appear only after an explanatory model is developed. He or she evaluates how well the model approximates the evidence and adjusts it accordingly.

Historical-comparative researchers also identify critical indicators and supporting evidence for themes or explanations. A *critical indicator* is unambiguous evidence, which is usually sufficient for inferring a specific theoretical relationship. Researchers seek these indicators for key parts of an explanatory model. Indicators critically confirm a theoretical inference and occur when many details suggest a clear interpretation

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

Historians organize evidence usually in:

- ▶ Comparative form
- ▶ **Narrative form** PG 150
- ▶ Logical form
- ▶ Critical form

REFERENCE:

A third problem is in the organization of the evidence. Historians organize evidence as they write works of history. They often write narrative history.

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

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

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

REFERENCE:

This is an important distinction because focus groups can be said to allow the researcher to think about not just what people said but also how they said it in relation to others in the group.

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

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

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

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and reliability?

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

REFERENCE:

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

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** PG 90
- ▶ Quota Sampling

REFERENCE:

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

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** PG 90
- ▶ Quota Sampling
- ▶ Snowball Sampling
- ▶ Purposive Sampling

REFERENCE:

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

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

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

- ▶ Snowball sampling
- ▶ Convenience sampling
- ▶ Quota sampling

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▶ All of the given option

REFERENCE:

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

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

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

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

REFERENCE:

Synthesis links specific evidence with an abstract model of underlying relations or causal mechanism. A researcher often looks for new evidence to verify specific links that appear only after an explanatory model is developed. He or she evaluates how well the model approximates the evidence and adjusts it accordingly.

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

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

▶ Frequency distribution

PG 104

- ▶ Normal distribution
- ▶ Poisson distribution
- ▶ Probability distribution

REFERENCE:

Frequency Distribution

Several useful techniques for displaying data are in use. The easiest way to describe the numerical data of one variable is with a frequency distribution. It can be used with nominal-, ordinal-, interval-, or ratio-level data and takes many forms.

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

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

- ▶ By margins PG 107
- ▶ By row

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- ▶ By column
- ▶ For the total

REFERENCE:

Researchers convert raw count tables into percentages to see bi-variate relationship. There are three ways to percentage a table: by row, by column, and for the total. The first two are often used and show relationship.

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

Which of the following is True for survey research?

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

REFERENCE

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

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

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

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

REFERENCE:

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.

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

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

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

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

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

- ▶ Determine sample size
- ▶ **Analyze data**
- ▶ Conduct fieldwork

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- ▶ Select a sampling frame

REFERENCE:

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

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

Codes are rules for _____ data.

- ▶ Classifying
- ▶ Interpreting
- ▶ Recording
- ▶ **All of the given options** PG 99

REFERENCE:

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

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

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

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

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

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

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- ▶ Count Behaviors
- ▶ Time Duration
- ▶ External Appearance
- ▶ **Other Records** PG 124

REFERENCE:

Observations:

- **External Appearance:** How people appear may indicate social factors. For example, a 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 a 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**

REFERENCE:

PG 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** PG 129

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REFERENCE:

Existing statistics/documents

Prior to the discussion of secondary data, let us look at the advantages and disadvantages of the use of content analysis that was covered in the last lecture. 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: 37 (Marks: 1) - Please choose one

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

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

REFERENCE:

PAGE#38

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

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

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

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

REFERENCE:

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

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

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► **All of the given options**

REFERENCE:

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**
- Letter of transmittal

REFERENCE:

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.

NOW SEE HANDOUTS PAGE NO 161

REFERENCE:

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.

NOW SEE HANDOUTS PAGE NO 161

The summary contains four elements:

1. The objectives of the report are stated, including the most important background and specific purposes of the project.
2. The major results are presented. The key results regarding each purpose should be included.
3. The conclusions that are based on the results. There should be logical interpretation of the results which could lead to the stated conclusions.
4. The recommendations or suggestions for action, which are based on the conclusions.

The recommendations must logically emerge from the results.

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

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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** PG 4
- ▶ Observable
- ▶ Cumulative

REFERENCE:

Verifiable

Observations made through scientific method are to be verified again by using the senses to confirm or refute the previous findings. Such confirmations may have to be made by the same researcher or others.

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

Basic research can also be called as

- ▶ Practical research
- ▶ **Fundamental Research** PG 8
- ▶ Action research
- ▶ Assessment research

REFERENCE:

Those who seek an understanding of the fundamental nature of social reality are engaged in basic research (also called academic research or pure research or fundamental 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** PG 31
- ▶ Deduce hypothesis

REFERENCE:

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1. Make an inventory of variables
2. Specify the direction of relationship
3. Give a clear explanation of why we should expect the proposed relationships to exist.
4. Make an inventory of propositions
5. Arrange these propositions in a sequential order:
6. Schematic diagram of the theoretical model be given:

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

Theoretical framework helps to:

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

REFERENCE:

PAGE#33

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

The working definition of the variables is called:

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

PG18 and 124

REFERENCE:

Operational definition is also called a **working definition** stated in terms of specific testing or measurement criteria The operational definition of the variable includes how the researcher systematically notes and records observations.

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

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- ▶ All of the given options

REFERENCE:

By using the interval scale we can perform different functions on data such as arithmetical operation to make analysis of the data collected from survey.

PAPER#3

FINAL TERM EXAMINATION

Spring 2010

STA630- Research Methods (Session - 4)

Ref No: 1518507

Time: 90 min

Marks: 69

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

An inductive logic is one that:

- ▶ Involves testing as explicitly defined hypothesis.
- ▶ Does not allow for findings to feed back into the body of knowledge.
- ▶ Uses quantitative methods whenever possible.
- ▶ **Allows theory to emerge out of the data.**

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

Which of the following research questions is BEST answered using action research?

▶ **How can I improve the interaction of students of different ethnicity in my class?**

- ▶ What factors influence student interaction in multiethnic classes?
- ▶ Is there a difference between male and female acceptance of others in multiethnic classes?
- ▶ How do students from Asian countries adjust to classroom practices in U.S. schools?

REFERENCE:

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

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

Which of the following is characteristic of action research?

- ▶ Variables are tightly controlled.
- ▶ Results are generalizable.
- ▶ Results demonstrate cause-and-effect relationships.
- ▶ **Data are usually qualitative.**

REFERENCE:

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

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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.**

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.**

REFERENCE:

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

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** PG 29

REFERENCE:

What to Record

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

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

Which of the following is an example of a question about normative standards and values?

- ▶ How many workers are employed at this plant?
- ▶ What is your attitude towards the management at this plant?
- ▶ **Do you always cast your vote in trade union elections?**
- ▶ Are you aware of the main features of the European Union Directive for informing and consulting employees?

REFERENCE:

Answer (c) is asking for the respondent to reveal a behavioural norm. These types of questions are closely related to question about attitudes and beliefs.

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

Which of the following is NOT an example of a problem with using social survey

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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.

REFERENCE:

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: 9 (Marks: 1) - Please choose one

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

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

REFERENCE:

A significant dilemma for feminist researchers (and possibly all qualitative researchers) is when the respondent's interpretation of their experience and that of the researcher, experience a tension. The researcher may be tempted to assume that the respondent is simply unaware of the way in which they are being exploited and can therefore be said to have a false consciousness.

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

Which of the following is NOT characteristic of qualitative data?

- ▶ Rich descriptions
- ▶ Concise
- ▶ Voluminous
- ▶ Unorganized

REFERENCE:

Qualitative data is anything but concise and succinct.

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

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

Why is describing the context equally, as important aspect of qualitative data analysis as is describing the participants?

- ▶ Descriptions of context are more objective than descriptions of participants.
- ▶ Descriptions of context are based on facts, not perceptions.

▶ Participants' behavior cannot be separated from the context in which it occurs.

- ▶ Participants are the context.

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REFERENCE:

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

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

Which one is not the part of non reactive research?

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

REFERENCE:

PG 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**

PG 131

REFERENCE:

Secondary Data

Secondary data refer to information gathered by someone other than the researcher conducting the present study. Secondary data are usually historical, already assembled, and do not require access to respondents or subjects

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**

REFERENCE:

PG 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.

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▶ Acknowledge the limitations of generalizability while assisting the reader in understanding the transferability of the findings.

▶ **Detailed method, assumptions and limitation.**

REFERENCE:

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381491.cw/index.html

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

In which of the following Tests, we usually go for personal interviewing to test the questionnaire?

- ▶ Test Run
- ▶ **Pilot Test**
- ▶ Post Hoc Test
- ▶ T- Test

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

In which of the following Tests, we should come to know, does a questionnaire look like an integrated unit?

- ▶ Test Run
- ▶ **Pilot Test**
- ▶ Post Hoc Test
- ▶ T- Test

REFERENCE:

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

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

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

- ▶ Parameter
- ▶ **Sampling Unit**
- ▶ Observation Unit
- ▶ Statistic

PG 89

REFERENCE:

Sampling Unit

A sampling unit is that element or set of elements considered for selection in some stage of sampling. Sampling may be done in single stage or in multiple stages.

Question No: 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?

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

PG 90

REFERENCE:

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.

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**

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

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

- ▶ **Cluster sampling**
- ▶ Convenience sampling
- ▶ Quota sampling
- ▶ Purposive sampling

REFERENCE:

PG90, AND 91

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

Historical-Comparative researchers sometimes use;

- ▶ Time-series data
- ▶ Primary data
- ▶ **Secondary data**
- ▶ Analyzed data

PG 148

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REFERENCE:

Historical-comparative researchers draw on four types historical evidence or data:

1. Primary sources;
2. Secondary sources;
3. Running records; and
4. Recollections.

Traditional historians rely heavily on primary sources. H-C researchers often use secondary sources or the different data types in combination.

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** PG 110
- ▶ Specification pattern
- ▶ Suppressor variable pattern
- ▶ Negative linear relationship

REFERENCE:

The replication pattern is the easiest to understand. It is when the partials replicate or reproduce the same relationship that existed in the bivariate table before considering the control variable. It means that the control variable has no effect.

Question No: 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**

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

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

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

REFERENCE:

Synthesis links specific evidence with an abstract model of underlying relations or causal mechanism. A researcher often looks for new evidence to verify specific links that appear only after an explanatory model is developed. He or she evaluates how well the

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model approximates the evidence and adjusts it accordingly

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

Which of the following control techniques available to the researcher, controls both known and unknown variables?

- ▶ Building the extraneous variable into the design
- ▶ Matching
- ▶ **Random assignment**
- ▶ Analysis of covariance

REFERENCE:

Random assignment is the best of the experimental control techniques; by randomly forming groups, the groups will be probabilistically equated on all known and unknown variables at the start of the experiment. As you can see, this is very powerful

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**
- ▶ Time Duration

PG 126

REFERENCE:

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

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** PG 132
- ▶ It enables students to gain experience of the workplace

REFERENCE:

Secondary analysis is increasingly used by researchers. It is relatively inexpensive; it permits comparisons across groups, nations, or time; it facilitates replication; and permits asking about issues not thought by the original researchers.

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.

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- ▶ They are descriptive research methods
- ▶ Have large sample sizes.

REFERENCE:

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

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

A single element or group of elements that is eligible for selection via the sampling process is called a:

- ▶ Sampling panel
- ▶ Sampling unit
- ▶ Sampling error
- ▶ Sampling quota

REFERENCE:

Sampling Units

During the actual sampling process, the elements of the population must be selected according to a certain procedure. The **sampling unit** is a single element or group of elements subject to selection in the sample. For example, if an airline wishes to sample passengers, it may take every 25th name on a complete list of passengers.

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

Codes are rules for _____ data.

- ▶ Classifying
- ▶ Interpreting
- ▶ Recording
- ▶ All of the given options PG 99

REFERENCE:

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

Question No: 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

REFERENCE:

(2) The Box Head (column captions):

The vertical heading and subheading of the column are called columns captions.

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The spaces where these column headings are written is called box head. Only the first letter of the box head is in capital letters and the remaining words must be written in small letters.

(3) The Stub (row captions):

The horizontal headings and sub heading of the row are called row captions and the space where these rows headings are written is called stub.

<http://www.emathzone.com/tutorials/basic-statistics/construction-of-statistical-table.html>

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

The experimental design that uses one-group, a treatment, and a posttest is called _____.

- ▶ **One-shot case study design**
- ▶ Pretest posttest control group design
- ▶ Solomon four-group design
- ▶ One-group pretest posttest design

REFERENCE:

One-shot Case Study Design: Also called the one-group posttest-only design, the one-shot case study design has only one group, a treatment, and a posttest

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

When a researcher tries to say that the results of a test market in Karachi will hold in a national rollout of the new product, this researcher is concerned with:

- ▶ Internal validity
- ▶ The repeated measures effect
- ▶ Constant error
- ▶ **External validity**

REFERENCE:

External validity refers to the extent that the results from a study can be generalized to other people at other times in various conditions. See Study DIAD.

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**

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- ▶ 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** PG 129

REFERENCE:

Existing statistics/documents

Prior to the discussion of secondary data, let us look at the advantages and disadvantages of the use of content analysis that was covered in the last lecture. 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: 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** PG 142

REFERENCE:

Historical-Comparative research focuses on:

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

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

When a manufacturer studies his most successful retailer in depth in order to determine

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some better ideas for displaying bicycles in its retail stores, this is an example of:

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

PG 38

REFERENCE:

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

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

An interview conducted by a trained moderator among a small group of respondents in an unstructured and natural manner is a _____.

- ▶ Depth interview
- ▶ **Focus group**
- ▶ Case study
- ▶ None of the given options

REFERENCE:

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&source=bl&ots=xSwVIXSg6V&sig=yaT3vG1tw_sUCC_jE0YFD1P7IE&hl=en&ei=gXkpTZmrJpGu8OOVopC2Ag&sa=X&oi=book_result&ct=result&resnum=1&ved=0CBOO6AEwAA#v=onepage&q=An%20interview%20conducted%20by%20a%20trained%20moderator%20among%20a%20small%20group%20of%20respondents%20in%20an%20unstructured%20and%20natural%20manner%20is&f=false

is an interview conducted by a trained moderator in a non-structured and natural manner with a small group of respondents

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.

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- ▶ Edited book
- ▶ Book by a single author
- ▶ Book by more than one author
- ▶ **Chapter in an edited book** PG 165

REFERENCE:

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.

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

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

- ▶ Systematic
- ▶ Data based
- ▶ **Subjective approach** PG 2
- ▶ Scientific inquiry

REFERENCE:

Therefore, research may be considered as an organized, systematic, data based, critical, objective, scientific inquiry or investigation into a specific problem, undertaken with the purpose of finding answers or solutions to it. In

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

A variable that is likely to develop with the passage of time between the independent and dependent variable is called:

- ▶ Moderating Variable
- ▶ **Intervening Variable**
- ▶ Confounding Variable
- ▶ Predictor Variable

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

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

- ▶ Descriptive
- ▶ **Exploratory** PG 36
- ▶ Explanatory
- ▶ Cannot be determined at this stage of research

REFERENCE:

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Preliminary Data Collection

This step may be considered as part of the **exploratory** 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**
- ▶ Ordinal Scale
- ▶ Interval scale
- ▶ Ratio Scale

REFERENCE:

<http://www.rasch.org/meases/met-26.pdf>

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

A measure is reliable if it provides consistent _____.

- ▶ Hypothesis
- ▶ **Results**
- ▶ Procedure
- ▶ Sensitivity

REFERENCE:

http://books.google.com.pk/books?id=7cYOAAAAQAAJ&pg=PA231&lpg=PA231&dq=A+measure+is+reliable+if+it+provides+consistent&source=bl&ots=zHHStw6zRj&sig=w39kjLqx_FM6I_TP18m7lsoZiHo&hl=en&ei=In0pTeOvGcag8QPJuYnSAg&sa=X&oi=book_result&ct=result&resnum=4&ved=0CDAQ6AEwAw#v=onepage&q=A%20measure%20is%20reliable%20if%20it%20provides%20consistent&f=false

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

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

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

REFERENCE:

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

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**

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REFERENCE:

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PAPER#4

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

Time: 120 min
Marks: 92

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

On which of the following, Scientific knowledge mostly relies?

- ▶ Identification of events
- ▶ Logical understanding
- ▶ Prior knowledge
- ▶ **All of the given options**

REFERENCE:

<http://www.scribd.com/doc/35185420/Research-Method-Quiz>

OR

<http://free-books-online.org/mathematics/business-mathematics-statistics/research-methods-business-mathematics-statistics/scientific-method-of-research-its-special-features-2/>

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

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

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

REFERENCE:

<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?

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- ▶ Correlation hypothesis
- ▶ Descriptive hypothesis
- ▶ **Explanatory hypothesis**
- ▶ Non Descriptive hypothesis

REFERENCE:

PAGE#23

Imply the existence of, or a change in, one variable causes or leads to a change in the other variable. This brings in the notions of independent and the dependent variables

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. Problematising the situation, 4. Resolving discovered problems?

- ▶ 1 and 2
- ▶ 2 and 3
- ▶ **1 and 3**
- ▶ 2 and 4

REFERENCE:

<http://www.oup.com/uk/orc/bin/9780199284986/01student/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**
- ▶ Interobserver reliability

REFERENCE:

Internal consistency is a method of establishing the reliability of a questionnaire with a single administration by examining how strongly its questions are related to one another.

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
- ▶ Replicable
- ▶ 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.**

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- ▶ The findings can be generalized to other social settings.
- ▶ The methods are stated clearly enough for the research to be replicated.

REFERENCE:

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

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

REFERENCE:

PAGE#55 AND 56

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

REFERENCE:

The issue here is with the application of the research findings to people who were not part of the research focus. If we select our sample of respondents randomly from the population as a whole, we can be quite sure that the findings can be applied to the whole population. But if we interviewed people casually, we could not generalize our findings beyond the actual people interviewed. This is the essence of external validation of research: how universally can the research findings be applied? It must be said that even with random sampling, we have no right to apply our findings to other populations, no matter how strong the temptation

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 constructspecification
- ▶ Comprehensiveness with which it measures the construct
- ▶ **Accuracy with which it measures theconstruct**

REFERENCE:

Validity is a property of a measurement that refers to its accuracy, or the degree to which observations reflect the true value of a phenomenon. It is possible to have a measure that is very reliable, but not at all valid.

Validity

The accuracy of a measure or the extent to which a score truthfully represents a concept

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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.

REFERENCE:

<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

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

REFERENCE:

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

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

REFERENCE:

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

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

The most critical area of an article to read is;

- Introduction
- Abstract
- Results section

PG 29

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Limitations

REFERENCE:

The most critical areas of an article to read are the methods and results sections. Few studies are perfect. Researchers do not always describe the methods they used as fully as they should. Some times the results presented in tables or charts do not match what the researcher says. Some points may be over emphasized and others ignored. Check the conclusions, these may not be consistent with the results,

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

REFERENCE:

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

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.

REFERENCE:

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.

<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.

REFERENCE:

An open question means that the respondent is not forced to use terminology that is decided by the researcher in advance.

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

Which of the following is NOT an example of a problem with using social survey

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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.

REFERENCE:

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

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.

REFERENCE:

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

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.

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.

REFERENCE:

http://wps.prenhall.com/chet_ariasian_edresearch_7/5/1487/380850.cw/site_search_frame/index.html

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

Which of the following could indicate a statistically significant correlation?

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- 1 0.12
- 2 0.34
- 3 -0.45

4 Either .34 or -.45

REFERENCE:

The numerical value of the correlation coefficient.

Correlation coefficients can vary numerically between 0.0 and 1.0. The closer the correlation is to 1.0, the stronger the relationship between the two variables. A correlation of 0.0 indicates the absence of a relationship. In Example 8, the correlation coefficient is $-.80$, which indicates the presence of a strong relationship.

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?

- 1 There is no single way to gain understanding of phenomena.
- 2 Reality is described with language that potentially has different semantic meanings for the researcher and participants.
- 3 There are many ways to report data.

4 All of the given options.

REFERENCE:

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

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:

- 1 Companies all over the world.
- 2 Decision making processes in all financial services companies.
- 3 Decision making processes in the all Pakistani companies.

4 Decision making processes in the researched companies.

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

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

Regression analysis

In-depth analysis

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Content analysis PG 129

Time series analysis

REFERENCE:

Existing statistics/documents

Prior to the discussion of secondary data, let us look at the advantages and disadvantages of the use of content analysis that was covered in the last lecture. 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?

- 1 Spend an extended period of time in the field.
- 2 Obtain participant trust.
- 3 Recognize your own biases.

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

REFERENCE:

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** PG150
- Logical form
- Critical form

REFERENCE:

A third problem is in the organization of the evidence. 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.

REFERENCE:

The difficulty of making an accurate written record of an individual interview during the actual session is drastically increased during a focus group. As a result tape recording is very important for this particular method.

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

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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

REFERENCE:

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

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

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

AMA

APA

PG 164

ASA

PPA

Since APA

REFERENCE:

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

PG 88

Sampling Frame

Sampling Unit

REFERENCE:

Target Population

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?

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Purposive Sampling PG 90

Snowball Sampling
Convenience Sampling
Quota Sampling

REFERENCE:

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

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

Which one of the following is often measured at the interval or ratio level?

Scale

Index PG 53

Unidimensionality
Weighing

REFERENCE:

An index is a measure in which a researcher adds or combines several distinct indicators of a construct into a single score. The composite scores is often a simple sum of the multiple indicators. 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 PG 105

REFERENCE:

Descriptive statistics describe numerical data. They can be categorized by the number of

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variables involved: univariate, bivariate, or multivariate (for one, two, and three or more variables). Univariate statistics describe one variable.

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** PG 111

Negative linear relationship

Suppressor variable pattern

REFERENCE:

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

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

REFERENCE:

<http://books.google.com.pk/books?id=b2ujHWrRpVQC&pg=PA303&lpg=PA303&dq=Which+of+the+following+designs+does+an+excellent+job+of+controlling+for+rival+hypotheses+that+threaten+the+internal+validity+of+an+experiment?+++Posttest-only%EF%80%A0design+with+nonequivalent+groups+Posttest-only%EF%80%A0+control-group+design+Pretest-posttest+control-group%EF%80%A0design+Posttest->

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only%EF%80%A0design+without+nonequivalent+groups&source=bl&ots=iob7b9ded_&sig=VUZOKV-0qUv112tkEMppZ1Sz9ns&hl=en&ei=Apw6TazMC4G2hAeDneHkCg&sa=X&oi=book_result&ct=result&resnum=2&ved=0CBwQ6AEwAQ#v=onepage&q&f=false

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**

REFERENCE:

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

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

REFERENCE:

http://books.google.com.pk/books?id=b2ujHWrRpVQC&pg=PA520&lpg=PA520&dq=Which+of+the+following+is+the+process+of+marking+segments+of+data+with+symbols,+descriptive+words+or+category%3F&source=bl&ots=iob775aegT&sig=hTUSYMuPeLt8VCvdp4jucfDYQVw&hl=en&ei=odkzTdpNGcuNjAeD_sDQCQ&sa=X&oi=book_result&ct=result&resnum=1&ved=0CBYQ6AEwAA#v=onepage&q=Which%20of%20the%20following%20is%20the%20process%20of%20marking%20segments%20of%20data%20with%20symbols%2C%20descriptive%20words%20or%20category%3F&f=false

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.

REFERENCE:

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

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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.

REFERENCE:

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** PG 37
- ▶ Literature Review
- ▶ Communication analysis
- ▶ Research Journals

REFERENCE:

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

Survey is a research technique in which information is gathered from a sample of people using a questionnaire

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

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to determine their morale, this is an example of a:

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

REFERENCE:

Census is the procedure of systematically acquiring and recording information about the members of a given population. It is a regularly occurring and official count of a particular population. ..

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**

REFERENCE:

A sampling procedure that ensures that certain characteristics of a population sample will be represented to the exact extent that the researcher desires. In this case the researcher first identifies relevant categories of people (e.g. male and female; or under age 30, ages 30 to 60, over 60, etc) then decides how many to get in each category. Thus the number of people in various categories of sample is fixed

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

Which probability sampling technique is low cost and frequently used?

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

REFERENCE:

Cluster sampling

Sometimes it is too expensive to spread a sample across the population as a whole. Travel costs can become expensive if interviewers have to survey people from one end of the country to the other. To reduce costs, statisticians may choose a cluster sampling technique.

OR

A low-cost, frequently used method, the area cluster sample may use geographic sample units (eg, city blocks).

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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

REFERENCE:

Convenience sample

A group of individuals being studied because they are conveniently accessible in some way. Convenience samples may or may not be representative of a population that would normally be receiving an intervention.

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

PG 101

REFERENCE:

Data transformation is the process of changing data from their original form to a format that is more suitable to perform a data analysis that will achieve the research objectives. Collapsing or combining categories of a variable is a common data transformation that reduces the number of categories. For example five categories of Likert scale response categories to a question may be combined like: the “strongly agree” and the “agree” response categories are combined. The “strongly disagree” and the “disagree” response categories are combined into a single category. The result is the collapsing of the five-category scale down to three.

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

REFERENCE:

Convenience sample

A group of individuals being studied because they are conveniently accessible in some way. Convenience samples may or may not be representative of a population

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that would normally be receiving an intervention

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

REFERENCE:

In basic experimental designs a single independent variable is manipulated to observe its effect on a single dependent variable.

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

Arranging data into a table is called:

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

REFERENCE:

- tabulate - table: arrange or enter in tabular form
- tabulate - shape or cut with a flat surface

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

REFERENCE:

Debriefings originated in the **military**. This type of debriefing is used to receive information from a pilot or soldier after a mission, and to instruct the individual as to what information can be released to the public and what information is restricted. Another purpose of the military debriefing is to assess the individual and return him or her to regular duties as soon as possible

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**

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- ▶ Primary experiments
- ▶ Secondary experiments

REFERENCE:

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**

REFERENCE:

PAGE#126

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** PG 129

REFERENCE:

Existing statistics/documents

Prior to the discussion of secondary data, let us look at the advantages and disadvantages of the use of content analysis that was covered in the last lecture. 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: 60 (Marks: 1) - Please choose one

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

- ▶ The Confessions
- ▶ **The spontaneous** PG 129
- ▶ Non-reactivity
- ▶ All of the given options

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Spontaneity: The spontaneous actions or feelings can be recorded when they occurred rather than at a time specified by the researcher

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** PG 142

REFERENCE:

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** PG 150
- ▶ Logical form
- ▶ All of the given options

REFERENCE:

A third problem is in the organization of the evidence. 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

REFERENCE:

A focus-group discussion is a structured form of group discussion, **guided by one person, called a moderator**. The discussion can be tape-recorded, or an observer can help the moderator by taking notes of what is said. After some general questions, the discussion focuses on specific topics, for example, relationships, beliefs about HIV/AIDS, access to health services, etc.

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

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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

PAPER#5

FINALTERM EXAMINATION

Fall 2009

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

REFERENCE

http://wps.prenhall.com/chet_ariasian_edresearch_7/5/1487/380850.cw/site_search_frame/index.html

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**

REFERENCE

http://wps.prenhall.com/chet_ariasian_edresearch_7/5/1487/380850.cw/site_search_frame/index.html

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.**

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

Which of the following statements best defines hypothesis?

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

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

What is the first step in the research process?

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

REFERENCE:

PAGE#36

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**
- ▶ Communication analysis

PG 38

REFERENCE

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. It produces qualitative information which may compliment the quantitative data.

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**
- ▶ The researcher failing to ask permission to interview someone.

REFERENCE:

By informing participants that the research is about something different than it actually is, the researcher is purposefully deceiving the participant. To some degree this is prevalent in all research so that researchers can maximise the natural response to the questions asked.

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

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

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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** PG 41

REFERENCE:

However, unethical activities are pervasive and include violating nondisclosure agreements, breaking respondent confidentiality, misrepresenting results, deceiving people, invoicing irregularities, avoiding legal liability, and more.

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.**
- ▶ 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.

REFERENCE:

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.

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

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- ▶ Internal validity
- ▶ **Validity**

REFERENCE:

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

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

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

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

REFERENCE:

<http://www.rasch.org/meases/met-26.pdf>

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

REFERENCE:

Interval/ratio variables are those whose categories are equidistant, such as age in years. Ordinal variables can be ranked ordered, but the distance between categories are not equal across the range.

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**
- ▶ 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

REFERENCE:

Cross-sectional research differs from a longitudinal research in that cross-sectional studies are designed to look at a variable at a particular point in time. While longitudinal studies involve taking multiple measures over an extended period of time, cross-sectional research is focused on finding relationships between variables at a specific point in time.

Cross-Sectional Studies are carried out once and represent a snapshot of one point in time. Data are collected just once, perhaps over a period of days or weeks or months, in order to answer the research

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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**

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

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

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

REFERENCE:

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

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

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

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

REFERENCE:

Because the self-completion questionnaire is completed without the researcher present it is not possible for them to assist respondents who are struggling to understand a specific question.

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

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

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

REFERENCE:

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

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

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

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

REFERENCE:

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

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

REFERENCE:

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

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**
- ▶ Teacher's journal entries

REFERENCE:

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

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

REFERENCE:

It can be very helpful to keep a written log book or diary of the whole period during which you conducted your project. This is because the research process is typically long, busy and full of unexpected turns of events. Keeping a record of what happened and when will help you to monitor how well the research is progressing and whether you are managing to answer your research questions. It will also be an extremely useful resource

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when it comes to writing up your 'Methods' chapter.

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch03/>

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**

REFERENCE:

Clear instructions are vital as they allow for the respondent to move quickly and efficiently through the questionnaire which may in turn aid response rate

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

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

REFERENCE:

Stewart (1967) used the diary method to look at managerial time.

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

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

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

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

REFERENCE

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

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

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

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

REFERENCE:

A significant dilemma for feminist researchers (and possibly all qualitative researchers) is

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when the respondent's interpretation of their experience and that of the researcher, experience a tension. The researcher may be tempted to assume that the respondent is simply unaware of the way in which they are being exploited and can therefore be said to have a false consciousness

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

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

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

REFERENCE:

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

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

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

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

REFERENCE:

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

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

The logic of purposive sampling is:

- ▶ To use participants because the researcher has access to them.
- ▶ That a random sample can generalize to a population.
- ▶ **That a few information-rich participants studied in depth yield many insights about a topic.**
- ▶ To include all participants, even though they are not all relevant to the problem.

REFERENCE:

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

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

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

- ▶ **The correlation would be statistically significant**
- ▶ The correlation would be larger.
- ▶ The correlation would be smaller.

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- ▶ Nothing is likely to change.

REFERENCE:

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

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

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

- ▶ Reading and memoing
- ▶ Describing the content and participants
- ▶ Classifying and interpreting
- ▶ **Data management**

REFERENCE:

<http://www.slideshare.net/guestcc1ebaf/research-design-and-methodology>

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

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

- ▶ Word
- ▶ Topic
- ▶ Category
- ▶ **Pattern**

REFERENCE:

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

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

Which of the following BEST differentiates data analysis from interpretation?

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

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

REFERENCE:

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

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"**

REFERENCE:

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

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

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

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

REFERENCE:

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

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

Which of the following best describes qualitative data coding?

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

REFERENCE:

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

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

The bivariate tables derived from trivariate table are called;

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

REFERENCE:

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*

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

Quasi-experimental research is used because:

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

REFERENCE:

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

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**
- ▶ Time-series design

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- ▶ Quasi-experimental design

REFERENCE:

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

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

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

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

REFERENCE:

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

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

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

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

REFERENCE:

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

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** PG 148
- ▶ Social research
- ▶ Action research
- ▶ Experimental research

REFERENCE:

Synthesis links specific evidence with an abstract model of underlying relations or causal mechanism. A researcher often looks for new evidence to verify specific links that appear only after an explanatory model is developed. He or she evaluates how well the model approximates the evidence and adjusts it accordingly.

Historical-comparative researchers also identify critical indicators and supporting evidence for themes or explanations. A *critical indicator* is unambiguous evidence, which is usually sufficient for inferring a specific theoretical relationship. Researchers seek these indicators for key parts of an explanatory model. Indicators critically confirm a theoretical inference and occur when many details suggest a clear interpretation

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

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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**

REFERENCE:

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

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

Which of the following can be referred as Haphazard Sampling?

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

REFERENCE:

- **Convenience sampling -- Also called haphazard or accidental, this method is based on using people who are a captive audience, just happen to be walking by, or show a special interest in your research. The use of volunteers is an example of convenience sampling.**

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

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

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

REFERENCE:

http://books.google.com.pk/books?id=8eftmoqgM10C&pg=PA203&lpg=PA203&dq=important+issue+in+index+construction&source=bl&ots=B5sRhSKU9a&sig=-QaujD66g0x4MDgQAhgAoBdwGzQ&hl=en&ei=2IM5TfCrLcSs8gPh-eDmCA&sa=X&oi=book_result&ct=result&resnum=8&ved=0CE8Q6AEwBw#v=onepage&q=important%20issue%20in%20index%20construction&f=false

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

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

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- ▶ External Appearance
- ▶ Count Behaviors
- ▶ Time Duration
- ▶ **All of the given options** PG 124

REFERENCE:

Observations:

- **External Appearance:** How people appear may indicate social factors. For example, a 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 a 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: 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**

REFERENCE:

The most commonly used secondary data are documents, physical data, and archived research data.

1. **Documents.** There are two main kinds of documents.
 - Personal documents (i.e., things written or recorded for private purposes). Letters, diaries, family pictures.
 - Official documents (i.e., things written or recorded for public or private organizations). Newspapers, annual reports, yearbooks, minutes.
- 2. **Physical data.**

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3. **Archived research data**

<http://www.google.com.pk/#sclient=psy&hl=en&q=Secondary+%2Fexisting+data+may+include+which+of+the+following%3F++++++%E2%96%BA+Official+documents++++++%E2%96%BA+Personal+documents++++++%E2%96%BA+Archived+research+data++++++%E2%96%BA+All+of+the+given+options&aq=f&aqi=&aql=&oq=&pbx=1&fp=e3e7d7f00cab49fb>

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.**

REFERENCE:

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

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

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

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

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

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

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

REFERENCE:

<http://www.docstoc.com/docs/2255880/Essentials-of-Marketing-Research-William-G-Zikmund>

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

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

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

REFERENCE:

<http://www.docstoc.com/docs/2255880/Essentials-of-Marketing-Research-William-G-Zikmund>

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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**
- ▶ Submission bias
- ▶ Response bias

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

REFERENCE:

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

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
- ▶ **Proportional stratified sample** PG NO 94
- ▶ Cluster sampling
- ▶ Convenience sample

REFERENCE:

Proportionate versus Disproportionate

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

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

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

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

REFERENCE:

The process of converting information obtained on a subject or unit into coded values (typically numeric) for the purpose of data storage, management, and analysis. FOR EXAMPLE, the sex of the respondent may be coded "1" for a female and "2" for a male.

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

Arranging data into a table is called:

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

REFERENCE:

- tabulate - table: arrange or enter in tabular form
- tabulate - shape or cut with a flat surface

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

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

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

REFERENCE:

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

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

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

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

REFERENCE:

<http://www.statpac.com/surveys/sampling.htm>

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

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

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

REFERENCE:

4. 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.

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

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

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

REFERENCE:

Factors Affecting Internal Validity

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1. History Effect
2. Maturation Effect
3. Testing Effects
4. Instrumentation Effects
5. Selection Bias Effect
6. Statistical Regression
7. Mortality
8. Mechanical Loss

Experimenter Expectancy

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

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

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

REFERENCE:

. see all slides here

[http://www.coe.iup.edu/grbieger/Classes/LTCY698/Module%206/Validity.ppt#263,6,Procedures for Maximizing Internal Validity](http://www.coe.iup.edu/grbieger/Classes/LTCY698/Module%206/Validity.ppt#263,6,Procedures%20for%20Maximizing%20Internal%20Validity)

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

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

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

REFERENCE:

Field Interview

It has clear beginning and end. 1. The beginning and end are not clear.

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

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

- ▶ Discussion guide
- ▶ Concept test
- ▶ Case study

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- ▶ All of the given options

REFERENCE:

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

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**

REFERENCE:

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

PAPER#6

FINAL TERM EXAMINATION

Fall 2009

STA630- Research Methods (Session - 1)

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

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

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

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

Which of the following statements is false about variables?

- ▶ Discrete variables allow measurement of an infinite number of fractions of units

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of measurement.

- ▶ Discrete variables can only have whole number values.
- ▶ **Continuous numbers can only have whole number values.**
- ▶ Continuous measures do not allow for scores that fall between two number values.

REFERENCE:

Variables that can take on any value and therefore are not discrete are called continuous. Variables which can only have whole number values are called Discrete variables

<http://www.google.com.pk/#sclient=psy&hl=en&q=which++variables+can+only+have+whole+number+values&aq=f&aql=&aql=&oq=which++variables+can+only+have+whole+number+values&fp=34afac594b3b4b06>

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

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

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

REFERENCE:

http://www.google.com.pk/search?hl=en&defl=en&q=define:independent+variable&sa=X&ei=XTE5TcD5MZKr8AOp6Yx_CA&ved=0CBQQkAE

A variable presumed to influence or precede another variable (dependent variable). The variable is systematically manipulated by the researcher to determine changes in the dependent variable. Also known as the experimental variable or moderating variable.

or

An independent variable is presumed to cause of the dependent variable-the presumed effect.

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

Which of the following statements best defines hypothesis?

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

REFERENCE:

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

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

Which of the following is the BEST hypothesis?

- ▶ **Students taking formative quizzes will perform better on exams at the end of**

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the chapter than students not taking these quizzes.

- ▶ Taller students will have higher test scores than shorter students.
- ▶ Students taught in a cooperative group setting should do better than students in a traditional class.
- ▶ Students using laptops will do well.

REFERENCE:

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

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

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

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

REFERENCE:

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

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

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

REFERENCE:

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

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

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

- ▶ Integrative review
- ▶ Theoretical review
- ▶ **Self-study review**
- ▶ Historical review

REFERENCE:

Types of Reviews

When beginning a review, researcher may decide on a topic or field of knowledge to examine, how much depth to go into, and the kind of review to conduct. There are six types of review:

1. Self-study reviews increase the reader's confidence. A review that only demonstrates familiarity with an area is rarely published but it often is part of an educational program.

In addition to giving others confidence in a reviewer's command of field, it has the side benefit of

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building the reviewer's self confidence

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

Quantitative research has been criticised because:

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

REFERENCE:

Some critics of quantitative research see it as pretending that a photograph is a good representation of life, rather than being a 'frozen' instant of it. As a consequence, quantitative research is accused of assuming that social life is static, clearly not the case. Furthermore, the ontological basis of this kind of research obliges the social science researcher to regard people in the same way that physical-science researchers regard nature and again, clearly there is a 'world' of difference. However, the measurement process, largely because of the need for all those tests of validity and reliability, does tend to leave quantitative researchers with a deep sense of accuracy of their research results. In the view of some critics this confidence is misplaced, because, among other things, it is unlikely that respondents will share a precise interpretation of the terms used, with the researcher. Most of the criticism comes from proponents of qualitative research

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

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

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

REFERENCE:

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

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

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

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

REFERENCE:

<http://www.rasch.org/measess/met-26.pdf>

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

Categorical measures are forms of measurement classified as;

- ▶ Measures that reflect quantitative differences.

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

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

Which of the following statements relates to concurrent validity?

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

REFERENCE:

An example of concurrent validity is the use of the criterion of absenteeism to measure job satisfaction.

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

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

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

REFERENCE:

Test-retest reliability is the degree to which an assessment yields similar results from one testing occasion to another in the absence of intervening growth or instruction

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

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

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

REFERENCE:

Validity is a property of a measurement that refers to its accuracy, or the degree to which observations reflect the true value of a phenomenon. It is possible to have a measure that is very reliable, but not at all valid.

Validity

The accuracy of a measure or the extent to which a score truthfully represents a concept

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

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

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

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► **Structured interview**

REFERENCE:

Structured interview

Fixed format interview in which all questions are prepared beforehand and are put in the same order to each interviewee. Although this style lacks the free flow of a friendly conversation (as in an unstructured Interview) it provides the precision and reliability required in certain situations. Also called directive interview

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

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

- Respondents tend to answer by giving the most socially desirable answer.
- Respondents may inadvertently omit key terms in the question.
- Respondents may not give an honest reply to what they see as a threatening question.

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

REFERENCE:

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: 18 (Marks: 1) - Please choose one

Which of the following statements might assist response rates?

- Please photocopy the questionnaire five times and pass on to your work colleagues.
- Please make sure that the questionnaire is completed with a fountain pen.
- Please read the attached journal article on the ontological foundations of positivism prior to completing the questionnaire.

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

REFERENCE:

Enclosing a stamped addressed envelope is very important if the researcher wishes to achieve an acceptable response rate.

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

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

- Volumes
- Full names of the authors
- Titles
- **Price** PG 29

REFERENCE:

What to Record

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

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

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

- ▶ Test Run
- ▶ **Pilot test** PG 80
- ▶ Post hoc test
- ▶ T test

REFERENCE:

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

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

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

- ▶ Potential influence of gender or cultural differences between interviewer and interviewee
- ▶ The accuracy of the interviewee's responses
- ▶ The different semantic meanings of the language being used
- ▶ **Accuracy, influences and language used**

REFERENCE

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

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

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

- ▶ Historical research
- ▶ Typical case sampling
- ▶ Totally structured
- ▶ **Naturalistic**

REFERENCE:

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

REFERENCE:

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

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

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

- ▶ Data management

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

REFERENCE:

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

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

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

- ▶ Pay attention to your topic or research focus as it will help guide your selection of important parts of your data.
- ▶ Examine categories with large amounts of data as they are likely identifying important concepts.
- ▶ Examine existing studies related to your topic to identify potential interpretative frameworks.
- ▶ **Pay attention to your preconceived notions of the meaning of the data as it reflects a "grounded" perspective**

REFERENCE:

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

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

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

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

REFERENCE:

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

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

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

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

REFERENCE:

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

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

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

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

REFERENCE:

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

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

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

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

REFERENCE:

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

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

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

- ▶ Preliminary pages
- ▶ **Main body**
- ▶ Method
- ▶ Discussion

REFERENCE:

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

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

Which of the following represents the correct order for five main sections of a dissertation?

- ▶ Conclusion, Introduction, Methods, Literature Review, Results.
- ▶ Methods, Results, Conclusion, Literature Review, Introduction.
- ▶ Literature Review, Results, Methods, Introduction, Conclusion.
- ▶ **Introduction, Literature Review, Methods, Results, Conclusion.**

REFERENCE:

While there are no absolute rules about the structure of a research report, there are certainly academic conventions, and your institution may also provide a set of requirements about what you should include. A typical structure for a social science dissertation is: Acknowledgements; Abstract; Introduction; Literature review; Research design and methodology; Summary of the main findings; Discussion; Bibliographic references; Appendices.

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

A focus group session is ideally for;

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- ▶ 1 hour
- ▶ **1 and half hour**
- ▶ 2 hours
- ▶ More than 2 hours

REFERENCE:

The ideal amount of time to set aside for a focus group is anywhere from 45 to 90 minutes. Beyond that most groups are not productive and it becomes an imposition on participant time.

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

Which of the following refers to the partials replicate or reproduce the same relationship that existed in the bivariate table before considering the control variable?

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

REFERENCE:

<http://free-books-online.org/mathematics/business-mathematics-statistics/research-methods-business-mathematics-statistics/the-parts-of-the-table-2/>

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

Which of the following is not a way to manipulate an independent variable?

- ▶ **Random technique**
- ▶ Amount technique
- ▶ Type technique
- ▶ Presence technique

REFERENCE:

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

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

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

- ▶ Split-half
- ▶ Even versus Odd numbers
- ▶ **Use a list of random numbers or a computer randomization program**
- ▶ Let the researcher decide which group will be the best

REFERENCE:

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

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

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

- ▶ Posttest-only design with nonequivalent groups
- ▶ Posttest-only control-group design
- ▶ **Pretest-posttest control-group design**
- ▶ Posttest-only design without nonequivalent groups

REFERENCE:

http://books.google.com.pk/books?id=b2ujHWrRpVQC&pg=PA303&lpg=PA303&dq=Which+of+the+following+designs+does+an+excellent+job+of+controlling+for+rival+hypotheses+that+threaten+the+internal+validity+of+an+experiment?+++Posttest-only%EF%80%A0design+with+nonequivalent+groups+Posttest-only%EF%80%A0+control-group+design+Pretest-posttest+control-group%EF%80%A0design+Posttest-only%EF%80%A0design+without+nonequivalent+groups&source=bl&ots=iob7b9ded_&sig=VUZ0KV-0qUv112tkEMppZ1Sz9ns&hl=en&ei=Apw6TazMC4G2hAeDneHkCg&sa=X&oi=book_result&ct=result&resnum=2&ved=0CBwQ6AEwAQ#v=onepage&q&f=false

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

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

- ▶ Dependent variable
- ▶ Extraneous variable
- ▶ **Independent variable**
- ▶ Confounding variable

REFERENCE:

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

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

What is the particular advantage of secondary analysis to business students?

- ▶ It is less challenging intellectually
- ▶ It guarantees positive results
- ▶ **It is less expensive and less time consuming than primary analysis**
- ▶ It enables students to gain experience of the workplace

REFERENCE:

For students conducting a small research project either as an undergraduate or postgraduate, secondary analysis of existing data should be considered as a cost and time effective way of proceeding.

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

Why do many data sets used for secondary analysis, contain high quality data?

- ▶ Because the data is presented attractively
- ▶ **Because rigorous sampling procedures are commonly used**
- ▶ Because the data sets focus on specific regions and issues
- ▶ Because the data is kept confidential

REFERENCE:

Many secondary analysis data sets use very rigorous sampling methods so that they can be considered as being as close to representative as possible.

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

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

- ▶ The analysis of specific subgroups
- ▶ Longitudinal analysis
- ▶ Cross-cultural analysis
- ▶ **All of the given options**

REFERENCE:

The size of the data sets used in secondary analysis means that there are a number of options available as to the type of research that can be undertaken.

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

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

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

REFERENCE:

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.

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

When an interviewer asks the respondent to state which of six salary categories represents his gross income the previous year, this is an example of a:

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

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

"Can you tell me more about what you mean by that?" is an example of:

- ▶ A mall intercept
- ▶ **A probe**
- ▶ A self-administered questionnaire
- ▶ All of the given options

REFERENCE:

Probing

Probing means the verbal prompts made by field worker when the respondent must be motivated to communicate his or her answer or to **enlarge on, clarify or explain an answer**. Probing may be needed for two types of situations. First, it is necessary when the respondent must be motivated to enlarge on, clarify, or explain his or her answer. The interviewer must encourage the respondent to clarify or expand on answers by providing a stimulus that will not suggest the interviewer's own ideas. The ability to probe with neutral stimuli is the mark of an experienced interviewer. Second, probing may be necessary in situations in which the respondent begins to ramble or lose track of the question. In such cases the respondent must be led to focus on specific content of the interview and to avoid irrelevant and unnecessary information. Probing is also needed when the interviewer recognizes an irrelevant or inaccurate answer

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

Interviews with respondents that take place in shopping malls are called:

- ▶ Interviewer influence
- ▶ Mixed-mode surveys
- ▶ Protesting
- ▶ **Mall intercept interviews** PG 66

REFERENCE:

Personal interviews conducted in shopping malls are referred to as mall intercept interviews.

Interviewers generally stop and attempt to question shoppers at a central point within the mall or at the entrance. These are low cost.

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

A questionnaire that collects information that is valid is said to be:

- ▶ Reliable
- ▶ Relevant
- ▶ Balanced
- ▶ **Accurate**

REFERENCE:

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

All of the following are guidelines that help prevent the most common mistakes in designing questions **EXCEPT**:

- ▶ Avoid complexity
- ▶ **Avoid personal questions**
- ▶ Avoid leading questions
- ▶ Avoid double-barreled questions

REFERENCE:

11. Questionnaire Relevancy

12. Questionnaire Accuracy

13. Avoid Ambiguity, Confusion, and Vagueness

14. **Avoid Double-Barreled Questions**

15. **Avoid Leading Questions**

16. Avoid Loaded Questions

17. Avoid Burdensome Questions that may Tax the Respondent's Memory

18. Arrange Questions in a Proper Sequence

19. Use Filter Question, if Needed

20. Layout of the questionnaire

OR

Guidelines for Constructing Questions

Avoid Complexity: Use Simple, Conversational Language

Avoid Leading and Loaded Questions

Avoid Ambiguity: Be as Specific as Possible

Avoid Double-Barreled Items

Avoid Making Assumptions

Avoid Burdensome Questions That May Tax the Respondent's Memory

http://www.cengage.com/marketing/book_content/1439080674_zikmund/book/ch15.pdf

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

When a respondent in a personal interview is asked questions about shopping at a specific department store in the shopping mall, and then is asked general questions about shopping at that mall, what type of mistake has been made in questionnaire design?

- ▶ **Double-barreled effect**
- ▶ Filter effect
- ▶ Loaded effect

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- ▶ Order bias

REFERENCE:

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, these results may be exceedingly difficult to interpret.

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

Which of the following is a non probability sampling technique in which an experienced individual selects the sample based on his or her judgment about some appropriate characteristics required of the sample member?

- ▶ Subjective sample
- ▶ Stratified sample
- ▶ Judgment sample
- ▶ Cluster sample

REFERENCE:

Judgment sample

A type of non-probability sample that is made up of respondents who are selected on the basis of someone's judgment that their attitudes or behavior will be representative of the target population.

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

In which type of sampling is a sub sample drawn using simple random sampling within each stratum?

- ▶ Cluster sampling
- ▶ Stratified sampling
- ▶ Systematic sampling
- ▶ Convenience sampling

REFERENCE:

stratified sampling - the population is divided into subpopulations (strata) and random samples are taken of each stratum

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

When a field interviewer records an impossible answer (e.g. birth date: 1850), this means that the data need to be:

- ▶ Coded
- ▶ Deleted

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- ▶ Edited
- ▶ None of the given options

REFERENCE:

Editing

Occasionally, a fieldworker makes a mistake and records an improbable answer (e.g., birth year: 1843) or interviews an ineligible respondent (e.g., someone too young to qualify). Seemingly contradictory answers, such as “no” to automobile ownership but “yes” to an expenditure on automobile insurance, may appear on a questionnaire. There are many problems like these that must be dealt with before the data can be coded. Editing procedures are conducted to make the data ready for coding and transfer to data storage.

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

All of the following are software packages that can be used for data analysis EXCEPT:

- ▶ SPSS
- ▶ SAS
- ▶ Excel
- ▶ Word

REFERENCE:

Statistics Tutorials & Data Files

These tutorials briefly explain **the use and interpretation of standard statistical analysis techniques** using popular data analysis software including SAS Statistics software, SPSS, WINKS Statistics analysis software and Microsoft Excel (data analysis tool).

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

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

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

REFERENCE:

Snowball Sampling

Snowball sampling (also called *network*, *chain referral*, or *reputational sampling*) is a method for identifying and sampling (or selecting) cases in the network. It is based on an analogy to a snowball, which begins small but becomes larger as it is rolled on wet snow and picks up additional snow. It begins with one or a few people or cases and **spreads out on the basis of links to these initial cases.**

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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.

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

REFERENCE:

Convenience sample

A group of individuals being studied because they are conveniently accessible in some way. Convenience samples may or may not be representative of a population that would normally be receiving an intervention

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

In a typical line graph, the _____ variable is shown on the vertical y-axis and the _____ variable is shown on the horizontal x-axis.

- ▶ **Dependent; independent**
- ▶ Ratio; nominal
- ▶ Independent; dependent
- ▶ Primary; secondary

REFERENCE:

http://www.owl.net/~labgroup/pdf/Using_figures.htm

The elements of a typical graph are shown in figure 1. The vertical (y) axis (the ordinate) always represents the dependent variable(s), while the horizontal (x) axis (the abscissa) always represents the independent variable.

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

Which of the following means that there is an alternative explanation beyond the experimental variables for any observed differences in the dependent variables?

- ▶ **Confound**
- ▶ Interaction
- ▶ Randomization
- ▶ Repeated measures

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REFERENCE:

<http://quizlet.com/3378428/marketing-research-2-flash-cards/>

Confound

An experimental confound means that there is an alternative explanation beyond the experimental variables for any observed differences in the dependent variable

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

Which experimental design has the following symbols: O1 X O2?

- ▶ **Solomon four-group design**
- ▶ Static group design
- ▶ One-group pretest-posttest design
- ▶ None of the given options

REFERENCE:

Solomon's four group design

Group Pretest Treatment Posttest

1. Experimental O1 X O2
 2. Control O3 - O4
 3. Experimental - X O5
 4. Control -- O6
- (O2)

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

Which of the following is critical when conducting experimental research because it allows researchers to return subjects to normal?

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

REFERENCE:

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

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

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

REFERENCE:

PAGE#124

Observations:

• **External Appearance:** How people appear may indicate social factors. For example, a researcher watches students to see whether they are more likely to wear their college's colors

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and symbols after the college team won or lost.

• **Count Behaviors**: Counting how many people do something can be informative. For example

a 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: 59 (Marks: 1) - Please choose one

Which of the following is an advantage of focus group interviews?

- ▶ Provide multiple perspectives
- ▶ Low degree of scrutiny
- ▶ Inexpensive
- ▶ Easy to use for sensitive topics

REFERENCE:

Focus Groups

□ A focus group is a structure interview of multiple individuals. Originally developed by sociologists, focus group interviews are popular in marketing research. Program evaluators use focus groups to gain insight into education, health and other social programs from multiple perspectives, such as those of service providers and program clients. Focus groups can provide richly detailed information because of their interactive nature. For example, comments from one respondent may generate interesting responses and ideas from others. This gives focus groups an advantage over interviews and surveys. However, the data can be difficult to summarize and present in a concise manner.

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

Which of the following is the ideal size of a focus group?

- ▶ 1-2 participants
- ▶ 3-5 participants
- ▶ 6-12 participants
- ▶ 12-20 participants

REFERENCE

PAGE#38

Focus group discussions: It is a discussion of an issue by 6-12 persons with a

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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. It produces qualitative information which may compliment the quantitative data.

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

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

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

REFERENCE:

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

http://books.google.com.pk/books?id=7cYOAAAAQAAJ&pg=PA106&lpg=PA106&dq=A+detailed+written+outline+of+topics+the+moderator+will+cover+during+a+focus+group+discussion&source=bl&ots=zHHTpx7uNp&sig=yMVDRt08QraeRxrMUlbPRnHN P5E&hl=en&ei=xM0yTbfEIsqwhQe1zKz2Cw&sa=X&oi=book_result&ct=result&resnum=1&ved=0CBcQ6AEwAA#v=onepage&q=A%20written%20outline%20of%20topics%20to%20cover%20during%20a%20focus%20group%20discussion&f=false

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

In a prepared report, which of the following comes first?

- ▶ **Title fly page**
- ▶ Executive summary
- ▶ Table of contents
- ▶ Title page

REFERENCE:

PAGE#159

The Makeup of the Report – the Report Parts

• Prefatory parts

1. Title fly page
2. Title page
3. Letter of transmittal
4. Letter of authorization
5. Table of contents
6. Executive summary

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

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In a prepared report, what should follow the discussion section?

- ▶ Tables
- ▶ Title page
- ▶ **References**
- ▶ Abstract

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

Constructing a detailed moderator's outline for use during the focus group interviews involves extensive discussions among the _____, _____, and _____.

- ▶ Researcher; moderator; and respondents
- ▶ **Researcher; client; moderator**
- ▶ Researcher; client; respondent
- ▶ Client; respondent; moderator

REFERENCE:

A detailed moderator's outline for use during focus group interviews should be constructed. This involves extensive discussion among the Researcher; client and moderator

PAPER#7

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

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

Zikmund, W.

Sekaran, U.

Dessler, G.

Neuman, W.C.

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 PG NO 4

REFERENCE:

Science is based on the assumption that all events have antecedent causes that are subject to identification and logical understanding.

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

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

Opinion

Speculation

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Empiricism

Rationalism

REFERENCE:

http://books.google.com.pk/books?id=uhdcSyqBGYQC&pg=PA104&dq=Empiricism+Research+supported+by+measurable+evidence%22&hl=en&ei=pbRGTaPcFIaw8QOZ6diuCQ&sa=X&oi=book_result&ct=result&resnum=9&ved=0CFkQ6AEwCA#v=onepage&q&f=false

OR

Empiricism emphasizes the role of experience and evidence, especially sensory perception, in the formation of ideas, over the notion of innate ideas or tradition [1] in contrast to, for example, rationalism which relies upon reason and can incorporate innate knowledge.

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

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

Data are systematically analyzed.

Data are collected systematically.

Results are generalizable.

Results are used to improve practice.

REFERENCE:

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

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

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

Evaluation

Experimental

Applied

Basic

REFERENCE:

Evaluation is systematic determination of merit, worth, and significance of something or someone using criteria against a set of standards.

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

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

They take the focus away from accurate measurement.

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

They prevent a consistent approach being achieved with business research.

They prevent research from being truly objective.

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REFERENCE:

Blumer (1954) argues that fixing the definition of a concept through a series of indicators entails the application of a straitjacket on the social world. Instead, he suggests that we should use concepts as guides to enquiry.

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

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

Discontinuous variable

Dependent variable

Independent variable

Intervening variable

REFERNCE:

http://www.google.com.pk/search?hl=en&defl=en&q=define:independent+variable&sa=X&ei=XTE5TcD5MZKr8AOp6Yy_CA&ved=0CBQQkAE

A variable presumed to influence or precede another variable (dependent variable). The variable is systematically manipulated by the researcher to determine changes in the dependent variable. Also known as the experimental variable or moderating variable.

or

An independent variable is presumed to cause of the dependent variable-the presumed effect

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

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

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

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

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

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

REFERENCE:

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.

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

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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

PG 53

REFERENCE:

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

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.

REFERENCE:

Reliability

Reliability refers to a condition where a measurement process yields consistent scores (given an unchanged measured phenomenon) over repeat measurements. Perhaps the most straightforward way to assess reliability is to ensure that they meet the following three criteria of reliability. Measures that are high in reliability should exhibit all three.

OR

Definition: Reliability is the consistency of your measurement, or the degree to which an instrument measures the same way each time it is used under the same condition with the same subjects

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

REFERENCE:

Enclosing a stamped addressed envelope is very important if the researcher wishes to achieve an acceptable response rate.

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

Why it is important to avoid ambiguous terms while designing questions?
Respondents may not understand the question.

Respondents may operate with a different frame of reference.

Respondents may think the question is less important.

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

REFERENCE:

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

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

Which of the following is a double-barrelled question?

How satisfied you are with the performance appraisal system?

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

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

How satisfied you are with the levels of customer satisfaction?

REFERENCE:

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

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

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

Test Run

Pilot test

Post hoc test

T test

REFERENCE:

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

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

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

Unstructured

Partially structured

Semistructured

Structured

REFERENCE:

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

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

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

Representative of the target population.

Convenient to access.

Easily observed in naturalistic settings.

Large enough to compare differences between subgroups.

REFERENCE:

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

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

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

Time and cost.

Non-response.

Length of questionnaire.

Heterogeneity of population.

REFERENCE:

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

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

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

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

No correlation

Low

Moderate

High

REFERENCE:

http://books.google.com.pk/books?id=BJil19CAGQwC&pg=PA541&lpg=PA541&dq=A+correlation+coefficient+of+-0.45+is+generally+considered+to+be;&source=bl&ots=kC7voFUT63&sig=uC8s7AMSyYRuqroSb4B0-yCE7iI&hl=en&ei=hPs7Tb-JKYsq8APlhrH8CA&sa=X&oi=book_result&ct=result&resnum=2&ved=0CB8Q6AEwAQ#v=onepage&q=A%20correlation%20coefficient%20of%20-0.45%20is%20generally%20considered%20to%20be%3B&f=false

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?

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Statistical significance

Attenuation

Controlling for the variable

Multiple regression research

REFERENCE:

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

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

Which of the following best describes qualitative data analysis?

It begins after all the data has been collected.

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

It is an awkward, haphazard process.

It builds from abstraction to specific, concrete examples

REFERENCE:

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

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"

REFERENCE:

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

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

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

Reflection

Integrative

Explanatory

All of the given options

REFERENCE:

<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

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Marginals PG 107

REFERENCE:

THE PARTS OF THE TABLE

1. Give each table a number.
2. Give each table a title, which names variables and provides background information
3. Label the row and columns variables and give name to each of the variable categories.
4. Include the totals of the columns and rows. **These are called *marginals*.** They equal the univariate frequency distribution for the variable.
5. Each number or place that corresponds to the intersection of a category for each variable is a *cell of a table*.
6. The numbers with the labeled variable categories and the totals are called the *body of the table*.
7. If there is missing information, report the number of missing cases near the table to account for all original cases.

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.

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

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

Lack of specificity of variables

Selection-treatment interaction

Treatment diffusion

Faulty data analysis procedures

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

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

Comparison group research

Quasi-experimental research

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True experimental research

Pre-experimental research

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

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

How do managers behave in the face of employment insecurity?

How do the media report corporate re-branding exercises?

What effect does organizational size have on marketing strategy?

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

REFERENCE:

Content analysis is often used to examine the mass media and the manner in which it covers certain issues.

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

REFERENCE:

<http://free-books-online.org/mathematics/business-mathematics-statistics/research-methods-business-mathematics-statistics/focus-group-discussion-contd/>

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

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

Preliminary pages

Main body

Method

Discussion

REFERENC:

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

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

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Post Hoc Test

T- Test

REFERENCE:

If there is any need to revise the format of the tool. Question arrangement can play a significant role in the success of the instrument. May be we should start with stimulating questions and place sensitive questions last. Such a situation might be handled through pretesting.

Therefore, 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).

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 PG 90

Quota Sampling

REFERENCE:

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

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

REFERENCE:

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 PG 104

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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. PG 167

Quotations should be given in left margins only.

Quotations should not be given at all.

REFERENCE:

Quotations in Text

Quotations should be given exactly as they appear in the source. The original wording, punctuation, spellings, and italics must be preserved even if they are erroneous. The citation of the source of direct quotation should always include the page number(s) as well as the reference.

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

REFERENCE:

<http://www.google.com.pk/#sclient=psy&hl=en&q=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%3F+Experimental+control+Differential+influence+Matching+Analysis+of+covariance&aq=f&aq1=&aq1=&oq=&fp=34afac594b3b4b06>

SEE Chapter 11: Experimental Research ON THE ABOVE GIVEN LINK

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

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

Split-half

Even versus Odd numbers

Use a list of random numbers or a computer randomization program

Let the researcher decide which group will be the best

REFERENCE:

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

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

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of research participants who did not receive the experimental treatment is known as:

One-group posttest-only design

One-group pretest-posttest design

Posttest-only design with non-equivalent groups

Time series design

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

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

Interaction effect

Reactive effect

Main effect

Proactive effect

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

REFERENCE:

The size of the data sets used in secondary analysis means that there are a number of options available as to the type of research that can be undertaken

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.

PAPER#8

STA630_FinalTerm_Fall2009

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

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External validity

Internal and external validity

Internal and external reliability

REFERENCE:

http://books.google.com.pk/books?id=Cf1D0DvWXI8C&pg=PA336&lpg=PA336&dq=An+experiment+has+high+external+validity+if+one+has+confidence+that+the+experimental+treatment+has+been+the+source+of+change+in+the+dependent+variable&source=bl&ots=lbSMSB8Vvs&sig=3xb1jrRS4UufDQNkiUti78OXHYg&hl=en&ei=KBY9TdaiDMrorQfy3PjaCA&sa=X&oi=book_result&ct=result&resnum=2&ved=0CBgQ6AEwAQ#v=onepage&q=An%20experiment%20has%20high%20external%20validity%20if%20one%20has%20confidence%20that%20the%20experimental%20treatment%20has%20been%20the%20source%20of%20change%20in%20the%20dependent%20variable&f=false

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

_____ is the arbitrary and subjective.

Probability sampling

Non- Probability sampling

Cluster sampling

All of the given options

REFERENCE:

http://books.google.com.pk/books?id=Cf1D0DvWXI8C&pg=PA449&lpg=PA449&dq=Non-+Probability+sampling+is+the+arbitrary+and+subjective&source=bl&ots=lbSMSB7XEs&sig=3nVH3LlfDft44bKHYbBoWyPx74&hl=en&ei=YhM9TdXwCsSV8QONz8m7CA&sa=X&oi=book_result&ct=result&resnum=1&ved=0CBQQ6AEwAA#v=onepage&q=Non-%20Probability%20sampling%20is%20the%20arbitrary%20and%20subjective&f=false

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

REFERENCE:

Stages of an Interview

- Making Initial Contact and Securing the Interview
- Asking the Questions
- Probing
- Recording the Responses
- Terminating the Interview

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

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Critical decision areas in questionnaire construction are _____

Question content

Question wording

Response strategy

All of the given options

REFERENCE:

http://books.google.com.pk/books?id=Cf1D0DvWXI8C&pg=PA336&lpg=PA336&dq=An+experiment+has+high+external+validity+if+one+has+confidence+that+the+experimental+treatment+has+been+the+source+of+change+in+the+dependent+variable&source=bl&ots=lbSMSB8Vvs&sig=3xb1jrRS4UufDQNkiUti78OXHYg&hl=en&ei=KBY9TdaiDMrorQfy3PjaCA&sa=X&oi=book_result&ct=result&resnum=2&ved=0CBgQ6AEwAQ#v=snippet&q=Question%20wording&f=false

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

_____ is based on the concept of random sampling.

Non- probability sampling

Probability sampling

Random sampling

Multiple sampling

REFERENCE:

http://books.google.com.pk/books?id=Cf1D0DvWXI8C&pg=PA336&lpg=PA336&dq=An+experiment+has+high+external+validity+if+one+has+confidence+that+the+experimental+treatment+has+been+the+source+of+change+in+the+dependent+variable&source=bl&ots=lbSMSB8Vvs&sig=3xb1jrRS4UufDQNkiUti78OXHYg&hl=en&ei=KBY9TdaiDMrorQfy3PjaCA&sa=X&oi=book_result&ct=result&resnum=2&ved=0CBgQ6AEwAQ#v=snippet&q=concept%20of%20random%20sampling&f=false

SEE PG 450 ON ABOVE GIVEN LINK

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

A sampling design in which the elements in the population do NOT have a known or predetermined chance of being selected as sample subject is:

Convenience sampling

Stratified sampling

Non-Probability sampling

Probability sampling

REFERENCE:

Non-probability Sampling

- the elements do not have a known or predetermined chance of being selected as subjects
- Difficult to generalise to the population

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

_____ is the population for which results are required.

Finite population

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Infinite population

Target population

None of the given options

REFERENCE:

The target population is the population of individuals which we are interested in describing and making statistical inferences about.

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

http://books.google.com.pk/books?id=KW9esgo759EC&pg=PA203&lpg=PA203&dq=Target+population+is+the+population+for+which+results+are+required&source=bl&ots=SIWsi5tu49&sig=dQBv7ppgDZEahwNIZsbKN5i5G6E&hl=en&ei=xiI9TaKELIPtrQe-yOiJCQ&sa=X&oi=book_result&ct=result&resnum=10&ved=0CEAQ6AEwCTgK#

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

Which of the following technique yields a simple random sample?

Choosing volunteers from an introductory psychology class to participate

Listing the individuals by ethnic group and choosing a proportion from within each ethnic group at random

Numbering all the elements of a sampling frame and then using a random number table to pick cases from the table

Randomly selecting schools, and then sampling everyone within the school

REFERENCE:

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

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

Which of the following designs permits a comparison of pretest scores to determine the initial equivalence of groups on the pretest before the treatment variable is introduced into the research setting.

(a) One-group pretest-posttest design

(b) Pretest-posttest control group design

(c) Posttest-only design with nonequivalent groups

(d) Both b and c

REFERENCE:

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

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

Where do you provide a step-by-step account of what the researcher and participants did during the research study?

Introduction

Abstract

Procedure

Design

Note: Solve these papers by yourself

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REFERENCE:

Procedure provide a step-by-step account of what the researcher and participants did during the study so that someone could replicate it).

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

Which of the following has high response rate?

Mail interviewing

Telephone interviewing

Personal interviewing

None of the given options

REFERENCE:

http://books.google.com.pk/books?id=TKb8iORscegC&pg=PA198&lpg=PA198&dq=Telephone+interviewing+AND+Personal+interviewing+WHICH+GIVES+THE+HIGHEST+RESPONSE&source=bl&ots=xSwWLWWa8V&sig=wwiPCmkfvGRhLS33aUeSMhFNM_Q&hl=en&ei=7TU9TZmHGyKp8QOn7onuCA&sa=X&oi=book_result&ct=result&resnum=6&ved=0CD8Q6AEwBQ#v=onepage&q&f=false

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

Observation studies are also known as _____ research.

Experimental

Field

Quantitative

None of the given options

REFERENCE:

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. Such a study is also referred to as **field research**, ethnography, or anthropological study.

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

Open-ended questions provide primarily _____ data.

Unprocessed data

Qualitative data

All of the given options

None of the given options

REFERENCE:

Open-ended

This type of question allows participants to respond in any way they choose. Open-ended questions provide primarily qualitative data, and are frequently used in exploratory research.

<http://knowledge-base.supersurvey.com/survey-questions.htm>

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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

REFERENCE:

http://managementhelp.org/evaluatn/fnl_eval.htm

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

Which of the following statement is incorrect?

In non participant observation the observer is just an observer.

In participant observation, the data accuracy is high.

Participant observation is also referred to as field research.

None of the given options

PAPER#9

ALTERM EXAMINATION
Spring 2009
STA630- Research Methods
Time: 90 min
Marks: 82

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

Under which of the following, research method is not applicable?

- ▶ Business
- ▶ Government offices
- ▶ **Imaginary worlds**
- ▶ Health care

REFERENCE:

<http://free-books-online.org/mathematics/business-mathematics-statistics/research-methods-business-mathematics-statistics/introduction-definition-value-of-research-2/>

OR

http://books.google.com.pk/books?id=8eftmoqgM10C&pg=PA1&lpg=PA1&dq=Whether+we+are+aware+of+it+or+not,+we+are+surrounded+by+research.+Educators,+administrators,+government+officials,+business+leaders,+human+service+providers,+health+care+professionals,+regularly+use+social+research+findings+in+their+jobs.&source=bl&ots=B5sTbYQV5g&sig=BEVBi_RMv7t1MrG__Xe_s3uxD9s&hl=en&ei=q7JPTeKwMYa8rAeY1oTaBg&sa=X&oi=book_result&ct=result&resnum=2&ved=0CBsQ6AEwAQ#v=onepage&q=Whether%20we%20are%20aware%20of%20it%20or%20not%2C%20we%20are%20surrounded%20by%20research.%20Educators%2C%20administrators%2C%20government%20officials%2C

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%20business%20leaders%2C%20human%20service%20providers%2C%20health%20care%20professionals%2C%20regularly%20use%20social%20research%20findings%20in%20thei
r%20jobs.&f=false

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

Rationalism is the application of which of the following?

Research solution

Logic and arguments

Reasoning

Previous findings

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

A teacher conducts an action research study of the problem-solving methods used by students in his ninth-grade Algebra I classes. Which of the following can he assume on the basis of his study?

Results apply only to students in his ninth-grade Algebra I classes.

Results apply only to students in Algebra I classes at his school.

Results apply only to Algebra I students in ninth grade.

Results apply to all math students.

REFERENCE:

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

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

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

Looking at multiple sources of data.

Taking action based on results.

Thinking about or analyzing data in more than one way.

The kinds of data that are collected.

REFERENCE:

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

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

Which of the following can best be described as a categorical variable?

Age

Annual income

Grade point average

Religion

REFERENCE:

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

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

Which of the following is not a role of hypothesis?

Guides the direction of the study

Identifies relevant and irrelevant facts

Provides framework for organizing the conclusions

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Determine feasibility of conducting the study

REFERENCE:

http://books.google.com.pk/books?id=Cf1D0DvWXI8C&pg=PA70&lpg=PA70&dq=Guides+the+direction+of+the+study+is+role+of+hypothesis&source=bl&ots=lbSOKE-0zs&sig=AdgiGZKVyMMfwEQNhrod_1VUfOQ&hl=en&ei=ILpPTe74H8-HrAf1ur3ZBg&sa=X&oi=book_result&ct=result&resnum=4&ved=0CC4Q6AEwAw#v=onepage&q=Guides%20the%20direction%20of%20the%20study%20is%20role%20of%20hypothesis&f=false

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

Deductive research is useful in which of the following cases?

The researcher uses an existing theory to develop a hypothesis.

The researcher subjects a hypothesis to empirical scrutiny.

The researcher has to transform concepts within a hypothesis into researchable entities.

Use of existing theory, empirical scrutiny, transformation of concept.

REFERENCE:

<http://www.oup.com/uk/orc/bin/9780199284986/01student/eqs/ch01/>

When embarking upon a research project, which of the following issues should be considered?

That the data from the study will be treated anonymously and confidentially.

Coherent research question, pilot work and confidentiality.

Pilot work should be carried out to assess the practical issues and feasibility of the research.

That the research should be based upon a coherent research question.

REFERENCE:

http://www.uk.sagepub.com/breakwell/downloads/mcq/mcq_02/mcq_02.htm

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

Which of the following is likely to reduce the validity of a test?

Unclear test directions

Ambiguous test items

Unclear, ambiguous and untaught items

Untaught items

REFERENCE:

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

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

Which of the following refers to Test reliability?

The types of item-writing errors that exist in the test.

Consistency in the test results.

Generalizability of the research results.

The extent to which the test measures what it is supposed to measure.

REFERENCE:

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test reliability

Definition

Degree to which an experiment or evaluation procedure gives consistent results each time it is employed.

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

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

Categorize

Distance

Order

Unique origin

REFERENCE:

<http://www.rasch.org/measess/met-26.pdf>

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

Which of the following is measured by the Interval scale?

Order of the object

Magnitude of the object

Categorize the object

All of the given options

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

Which one of the following is not a type of scales used in measurement of concepts?

Normal Scale

Ordinal Scale

Interval scale

Ratio Scale

REFERENCE:

<http://www.rasch.org/measess/met-26.pdf>

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

Procedures determining which of the following two issues are rarely used in quantitative research?

Reliability and validity

Accessibility and replicability

Quality and quantity

Objectivity and subjectivity

REFERENCE:

http://books.google.com.pk/books?id=WncGaH_CLkQC&pg=PA357&lpg=PA357&dq=Reliability+and+validity+two+issues+are+rarely+used+in+quantitative+research&source=bl&ots=SBFDP6cnR&sig=MZyEazLtW2wUWuEcmpYSQMzWAZs&hl=en&ei=xfxPTbDQC8imrAfqsoTaBg&sa=X&oi=book_result&ct=result&resnum=2&ved=0CBsQ6AEwAQ#v=onepage&q=Reliability%20and%20validity%20two%20issues%20are%20rarely%20used%20in%20quantitative%20research&f=false

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

Which of the following is a legitimate purpose of a research plan?

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It forces you to think through every aspect of a study.

It provides detailed procedures to guide the conduct of the study.

It provides clear roadmap of the study.

Writing a plan facilitates the evaluation of it.

Question No: 16 (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.

REFERENCE:

Enclosing a stamped addressed envelope is very important if the researcher wishes to achieve an acceptable response rate.

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

What should the researcher do if they have achieved a low response rate?

- ▶ Copy responses and paste them again.
- ▶ Abandon the research project entirely.
- ▶ **Recognize and accept the possible limitations of a low response rate.**
- ▶ Fill in some more questionnaires themselves.

REFERENCE:

http://books.google.com.pk/books?id=vpqjq4I9KGM&pg=PA246&lpg=PA246&dq=Recognize+and+accept+the+possible+limitations+of+a+low+response+rate.&source=bl&ots=_cDkILhpyV&sig=9ltY6EBb0X0rYfvW7-JCAxe32bU&hl=en&ei=1v5PTZ-vFclrAfm5qzbBg&sa=X&oi=book_result&ct=result&resnum=1&ved=0CBQQ6AEwAA#v=onepage&q=The%20key%20point%20is%20to%20recognize%20and%20acknowledge%20the%20implications%20of%20the%20possible%20limitations%20of%20a%20low%20response%20rate.%20&f=false

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

Which of the following is an example of a question about normative standards and values?

- ▶ How many workers are employed at this plant?
- ▶ What is your attitude towards the management at this plant?
- ▶ **Do you always cast your vote in trade union elections?**
- ▶ Are you aware of the main features of the European Union Directive for informing and consulting employees?

REFERENCE:

Answer (c) is asking for the respondent to reveal a behavioural norm. These types of questions are closely related to question about attitudes and beliefs.

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

Questions that include negatives should be avoided because:

- ▶ The respondent may miss out the negative word.

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- ▶ 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.**

REFERENCE:

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.

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

Question No: 20 (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.**

REFERENCE:

Clear instructions are vital as they allow for the respondent to move quickly and efficiently through the questionnaire which may in turn aid response rate.

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

Question No: 21 (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.**

REFERENCE:

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: 22 (Marks: 1) - Please choose one

Why should a business researcher record and transcribe interviews?

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

REFERENCE:

Having an accurate record of the interview on a tape recording means not only that analysis is easier, but also that the actual interview will not be punctuated by the researcher having to take notes.

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

Why does qualitative interviewing has an advantage over participant observation when it comes to longitudinal research?

- ▶ **Repeat interviews are easier to organise.**
- ▶ It allows for a better exploration of key issues.
- ▶ It is a more focused research method.
- ▶ Participant observers are prone to 'go native' during longitudinal research.

REFERENCE:

<http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch18/?view=Standard>
Re-visiting research sites for follow up interviews is likely to be easier than arranging a series of subsequent observations.

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

Mr. Jamil is studying the use of individualized instruction with elementary school students. He is particularly interested in understanding what problems are encountered—and how those problems are resolved—when teachers switch to this approach. Which sampling strategy is he likely to use to select his sample?

- ▶ Intensity
- ▶ Convenience
- ▶ **Purposive**
- ▶ Quota

Question No: 25 (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.

REFERENCE:

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

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

Which type of sampling strategy is exemplified by selecting specific principals because faculty and colleagues the researcher has spoken to believe them to be highly effective?

- ▶ Intensity
- ▶ Homogeneous
- ▶ **Snowball**
- ▶ Quota

REFERENCE:

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

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

Which of the following is NOT characteristic of qualitative data?

- ▶ Rich descriptions

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▶ **Concise**

- ▶ Voluminous
- ▶ Unorganized

REFERENCE:

Qualitative data is anything but concise and succinct.

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

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

Which of the following is a drawback of a computerized analysis of data?

- ▶ The likelihood of re-examination of the data is diminished.
- ▶ The computer expedites the analysis of data but cannot code it.
- ▶ Analysis of qualitative data is best appreciated if a researcher has some experience doing so without a computer.

▶ **Re-examination, lack of coding, analysis of qualitative data.**

REFERENCE:

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

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

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

- ▶ Pay attention to your topic or research focus as it will help guide your selection of important parts of your data.
- ▶ Examine categories with large amounts of data as they are likely identifying important concepts.
- ▶ Examine existing studies related to your topic to identify potential interpretative frameworks.

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

REFERENCE:

http://wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381487.cw/index.html

Question No: 30 (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

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

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

- ▶ **Observe only one behavior at a time**
- ▶ Allow variables to emerge from the context
- ▶ Record behaviors only after leaving the site
- ▶ Develop a preconceived notion of what is going to help structure the observation

REFERENCE

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

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

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

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causal mechanism?

▶ **Historical comparative research** PG 148

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

REFERENCE:

Synthesis links specific evidence with an abstract model of underlying relations or causal mechanism. A researcher often looks for new evidence to verify specific links that appear only after an explanatory model is developed. He or she evaluates how well the model approximates the evidence and adjusts it accordingly.

Historical-comparative researchers also identify critical indicators and supporting evidence for themes or explanations. A *critical indicator* is unambiguous evidence, which is usually sufficient for inferring a specific theoretical relationship. Researchers seek these indicators for key parts of an explanatory model. Indicators critically confirm a theoretical inference and occur when many details suggest a clear interpretation

Question No: 33 (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**

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

Which of the following would generally require the largest sample size?

- ▶ **Cluster sampling**
- ▶ Simple random sampling
- ▶ Systematic sampling
- ▶ Proportional stratified sampling

REFERENCE:

http://books.google.com.pk/books?id=_sOSAXTuy8cC&pg=PA289&lpg=PA289&dq=Cluster+sampling+generally+require+the&source=bl&ots=24kbJJfsnN&sig=2cXkHinKU67Cj5RXFL7Qd2EFa-c&hl=en&ei=XAhQTdnqGs-yrAeSp5zaBg&sa=X&oi=book_result&ct=result&resnum=4&ved=0CCwQ6AEwAw#v=onepage&q&f=false

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

Determining the sample interval (represented by K), randomly selecting a number between 1 to K, and including each K element in your sample are the steps for which form of sampling?

- ▶ Simple Random Sampling
- ▶ Stratified Random Sampling
- ▶ **Systematic Sampling**
- ▶ Cluster sampling

REFERENCE:

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

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

Which of the following means that all the items in a scale or index fit together or measure a single construct?

- ▶ Scale
- ▶ Index
- ▶ **Uni dimensionality**
- ▶ Weighing

REFERENCE:

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

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

Which of the following refers to the partials replicate or reproduce the same relationship that existed in the bivariate table before considering the control variable?

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

REFERENCE:

The replication pattern is the easiest to understand. It is when the partials replicate or reproduce the same relationship that existed in the bivariate table before considering the control variable. It means that the control variable has no effect.

Question No: 38 (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 of research participants who did not receive the experimental treatment is known as:

- ▶ One-group posttest-only design
- ▶ One-group pretest-posttest design
- ▶ **Posttest-only design with non-equivalent groups**
- ▶ Time series design

REFERENCE:

http://books.google.com.pk/books?id=b2ujHWrRpVQC&pg=PA299&lpg=PA299&dq=The+design+in+which+one+group+of+research+participants+is+administered+a+treatment+and+is+then+compared,+on+the+dependent+variable,+with+another++of+research+participants+who+did+not+receive+the+experimental+treatment+is+known+as:+%E2%96%BA+One-group+posttest-only+design+%E2%96%BA+One-group+pretest-posttest+design+%E2%96%BA+Posttest-only+design+with+non-equivalent+groups+%E2%96%BA+Time+series+design&source=bl&ots=iob95a7hh_&sig=esc3d09crR4L_M9eOS46JdYmg6E&hl=en&ei=tQlQTcTnJ4HjrAfg2uTZBg&sa=X&oi=book_result&ct=result&resnum=4&ved=0CCwQ6AEwAw#v=onepage&q=research%20participants%20that%20did%20not%20receive%20the%20experimental%20treatment&f=false

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

Which one of the following refers to making inferences pertinent to the meaning and implications of the research investigation?

- ▶ **Interpretation**

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- ▶ Conclusions
- ▶ Analysis
- ▶ Reporting

REFERENCE:

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

Question No: 40 (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**

REFERENCE:

Observations:

• **External Appearance:** How people appear may indicate social factors. For example, a 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

a 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: 41 (Marks: 1) - Please choose one

Which of the following is/are the Varieties of Non-Reactive Observations?

- ▶ Physical Traces
- ▶ Archives
- ▶ Observations
- ▶ **All of the given options**

REFERENCE:

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

Question No: 42 (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

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► **It is less expensive and less time consuming than primary analysis**

► It enables students to gain experience of the workplace

REFERENCE:

For students conducting a small research project either as an undergraduate or postgraduate, secondary analysis of existing data should be considered as a cost and time effective way of proceeding.

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

Which of the following type of question represent this statement, "Teacher should create a friendly environment in the classroom"?

- **Loaded question**
- Confusing question
- Burdensome question
- Leading question

REFERENCE:

<http://ksuweb.kennesaw.edu/~shagin/logfal-distract-loadquest.htm>

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

Which of the following is to convince reviewers that the researcher is capable of successfully conducting the proposed research project?

- Literature review
- Research question
- **Research proposal**
- Research project

REFERENCE:

<http://free-books-online.org/mathematics/business-mathematics-statistics/research-methods-business-mathematics-statistics/problem-definition-and-research-proposal-2/>

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

In which type of sampling does every element in the population have a known, nonzero probability of selection?

- **Probability sampling**
- Absolute sampling
- Relative sampling
- Non probability sampling

REFERENCE:

http://books.google.com.pk/books?id=7cYOAAAAQAAJ&pg=PA308&lpg=PA308&dq=every+element+in+the+population+have+a+known,+nonzero+probability+of+selection&source=bl&ots=zHHVoz4vNi&sig=AsyHaVkJAKCco10TPdbq4Clxa49M&hl=en&ei=aQ5QTcywFIBwrQf_mvjZBg&sa=X&oi=book_result&ct=result&resnum=2&ved=0CB4Q6AEwAQ#v=onepage&q=every+element+of+the+population+has+a+known%2C+nonzero+probability+of+selection&f=false

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

When a marketing manager tells the marketing department to schedule a test market in Lahore because he feels that this city is "typical" of the composition of the target market for a new product nationally, this is an example of what type of sample?

- Judgment sample

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

REFERENCE:

A sample for which cases are selected only on the basis of feasibility or ease of data collection. This type of sample is rarely useful in evaluation and is usually

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

Ali is an interviewer and incorrectly entered respondents' choices on ten surveys. This type of error is called:

- ▶ Non respondent error
- ▶ Random error
- ▶ Respondent error
- ▶ **Editing error**

REFERENCE:

Data processing error

• A category of administrative error that occurs because of incorrect data entry, incorrect computer programming, or other error during data analysis.

NOTE:

Editing error COMES UNDER **Data processing error**

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

When a field interviewer records an impossible answer (e.g. birth date: 1850), this means that the data need to be:

- ▶ Coded
- ▶ Deleted
- ▶ **Edited**
- ▶ None of the given options

REFERENCE:

Editing

Occasionally, a fieldworker makes a mistake and records an improbable answer (e.g., birth year: 1843) or interviews an ineligible respondent (e.g., someone too young to qualify). Seemingly contradictory answers, such as "no" to automobile ownership but "yes" to an expenditure on automobile insurance, may appear on a questionnaire. There are many problems like these that must be dealt with before the data can be coded.

Editing procedures are conducted to make the data ready for coding and transfer to data

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

All of the following are software packages that can be used for data analysis EXCEPT:

- ▶ SPSS
- ▶ SAS
- ▶ Excel
- ▶ **Word**

REFERENCE:

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Statistics Tutorials & Data Files

These tutorials briefly explain **the use and interpretation of standard statistical analysis techniques** using popular data analysis software including SAS Statistics software, SPSS, WINKS Statistics analysis software and Microsoft Excel (data analysis tool).

Question No: 50 (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 :

- ▶ **Proportional stratified sample** PG 94
- ▶ Balanced stratified sample
- ▶ Even stratified sample
- ▶ Primary stratified sample

REFERENCE:

Proportionate versus Disproportionate

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

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

Which experimental design has the following symbols: O1 X O2?

- ▶ **Solomon four-group design**
- ▶ Static group design
- ▶ One-group pretest-posttest design
- ▶ None of the given options

REFERENCE:

Solomon's four group design

Group Pretest Treatment Posttest

1. Experimental O1 X O2
 2. Control O3 - O4
 3. Experimental - X O5
 4. Control - - O6
- (O2)

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

What is an example of a true experimental design?

- ▶ **Pretest posttest control group design**
- ▶ Non equivalent control group design
- ▶ One-shot case study design
- ▶ One- group pretest posttest design

REFERENCE:

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

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

The researcher examining descriptive statistics for any particular variable is using which type of statistics?

- ▶ Multivariate

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▶ Interval

▶ **Univariate**

▶ None of the given options

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

When salespeople are tested one year after a sales training program and perform better on the exam, not because of the training program, but because they have gained one year's experience in sales, this is an example of a:

▶ Selection effect

▶ **Maturation effect**

▶ History effect

▶ Cohort effect

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

Mr. Ali is concerned about potential problems with the reliability of his observers. Which strategy would you suggest, he should follow?

▶ Train his observers carefully

▶ Monitor his observers in the field

▶ Specify the observational variables

▶ **All of the given options**

REFERENCE:

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

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

Which type of observer is likely to get a reasonable insight into the participant's views and develop a good rapport with him?

▶ Non participant

▶ **Participant**

▶ Structured participant

▶ All of the given options

REFERENCE:

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

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

Which of the following is just an understanding the culture of people from their own perspective?

▶ **Ethnography**

▶ Non-Participant Observation

▶ Observer effect

▶ None of the given options

REFERENCE:

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

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

How many independent variables are there in a comparative study investigating the effect of gender on empathy?

▶ It depends on how many levels of empathy are studied

▶ **One**

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- ▶ There are no independent variables
- ▶ None of the given options

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

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

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

REFERENCE:

PAGE#38

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

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

Which of the following is a good characteristic for a focus group moderator to possess?

- ▶ Good listener
- ▶ Ability to make people feel comfortable so that they will talk in the group
- ▶ Ability to control discussion without being overbearing
- ▶ **All of the given options**

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

In a prepared report, what should follow the Methodology Section?

- ▶ **Results**
- ▶ References
- ▶ Title page
- ▶ Tables

REFERENCE:

The main body constitutes the bulk of the report. It includes: Introduction, Methodology, Results, Conclusions, and Recommendations of the study

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

_____ are the most important qualitative research procedure.

- ▶ **Focus groups**
- ▶ Depth interviews
- ▶ Case study
- ▶ All of the given options

REFERENCE:

http://books.google.com.pk/books?id=TKb8iORscegC&pg=PA146&lpg=PA146&dq=%22most+important+qualitative+research+procedure%22&source=bl&ots=xSwYD_Uid_&sig=nUsyhEnm9f2RcjI0maOBNR7rPe8&hl=en&ei=NB1QTa_sHKGAAhAfY6piEDw&sa=X&oi=book_result&ct=result&resnum=1&ved=0CBcQ6AEwAA#v=onepage&q=%22

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2most%20important%20qualitative%20research%20procedure%22&f=false

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

Constructing a detailed moderator's outline for use during the focus group interviews involves extensive discussions among the _____, _____, and _____.

- ▶ Researcher; moderator; and respondents
- ▶ **Researcher; client; moderator**
- ▶ Researcher; client; respondent
- ▶ Client; respondent; moderator

REFERENCE:

A detailed moderator's outline for use during focus group interviews should be constructed. This involves extensive discussion among the Researcher; client and moderator

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

Which of the following represents this reference, "Cornett, M., Wiley, B. J., & Sankar, S. (1998). The pleasures of nurturing, London: McMunster Publishing"?

- ▶ **Book by more than one author**
- ▶ Edited book
- ▶ Book by a single author
- ▶ Journal Article

REFERENCE:

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

PAPER#10

FINAL TERM EXAMINATION

Spring 2009

STA630- Research Methods (Session - 1)

Marks: 80

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

Which of the following is NOT an assumption of action research?
Action researchers have basic research skills to collect and analyze data.

All professionals need and want feedback on their performance.

Results enable the researchers to evaluate the performance of others.

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

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.

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It is an abstract, theoretical definition of a concept

A definition of a concept in terms of specific and empirical measures.

PG 18

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

REFERENCE:

Devising measures of concepts is shown as step 4 in the process of quantitative research (fig. 6.1, p141). Bryman points out that this step is often referred to as operationalization, in other words the series of separate steps we will take to make our research work for us. This is very important when we think about tests of validity of the research. The operational definition is, therefore, the very opposite of abstract, attempting to phrase the concept so precisely as to make it capable of being tested in the research context.

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

Which of the following statements best defines hypothesis?

A quantitative study.

A tentative prediction of the results of the research.

A qualitative research design.

The operational definition of the study.

REFERENCE:

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

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

When the research starts from the effects and tracing the reasons back in time, what does it called?

Case study

Experiment

Observation studies

Historical comparative research

REFERENCE:

<http://www.google.com.pk/#sclient=psy&hl=en&q=It+is+more+like+a+clinical+analysis+in+retrospect%3B+starting+from+the+effect+and+tracing+the+reasons+back+in+time&aq=f&aqi=&aql=&oq=&fp=34afac594b3b4b06>

SEE BELOW GIVEN LINE IN THE ABOVE GIVEN LINK

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

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

Reliability

Accuracy

Internal validity

Validity

REFERENCE:

http://books.google.com.pk/books?id=FqF7n0zGJm0C&pg=PA224&lpg=PA224&dq=The+extent+to+which+a+test+provides+scores+that+are+meaningful,+appropriate,+or+useful&source=bl&ots=n5HmyD9n59&sig=WM8jecqaWE67HiLJyvnlRs8NUCs&hl=en&ei=8Zk9TcD_JdiK4gbos7iICg&sa=X&oi=book_result&ct=result&resnum=8&ved=0CD8Q6AEwBw#v=onepage&q=Validity%20is%20defined%20as%20the%20extent%20to%20which%20scores%20on%20a%20test%20enable%20one%20to%20make%20meaningful%20and%20appropriate%20&f=false

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

Mr. Hasan's son has applied to a high school in Florida, but the application was denied solely on his low score on the Iowa Test of Basic Skills (ITBS). His son wants to attend this school and contends his current grades and other standardized test scores speak well to both his past work and future academic capability. Which of the following characteristics of the ITBS is being questioned by this student?

Construct validity

Content validity

Predictive validity

Concurrent validity

REFERENCE:

In a study of predictive validity, the test scores are collected first; then at some later time the criterion measure is collected

Predictive validity differs only in that the time between taking the test and gathering supervisor ratings is longer, i.e., several months or years. In the example above, predictive validity would be the best choice for validating an employment test, because employment tests are designed to *predict* performance.

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

Predictive validity is a measurement of how well a test predicts future performance. It is a form of criterion validity, in which the validity of a test is established by measuring it against known criteria. In order for a test to have predictive validity, there must be a statistically significant correlation between test scores and the criterion being used to measure validity.

<http://www.wisegeek.com/what-is-predictive-validity.htm>

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

Internal consistency estimates of reliability such as the KR-20 or

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Cronbach's alpha are used more frequently than other estimates such as test-retest or parallel forms because internal consistency estimates;

Are easily calculated.

Require only one administration of a test.

Are more accurate than all other types of estimates.

Are usually higher.

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

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

Categorize

Distance

Order

Unique origin

REFERENCE:

<http://www.rasch.org/measess/met-26.pdf>

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

REFERENCE:

Handouts pg 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.

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.

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

Interval/ratio variables contain only two categories.

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

REFERENCE:

The data that we gather varies from person to person. People are of different ages, have different income levels and prefer to do some things more than other people. We call these things variables just because their values vary from person to person. Analysis of quantitative data starts by trying to understand what kinds of variables we are dealing with. A person's age is an example of an interval/ratio variable, because ages are measured in years. We can do a lot of statistical analysis on this kind of variable because the interval (one year) is the same for everybody in our data-set. Some variables are called 'dichotomous', meaning all possible answers are of one of two types (male/female, for example). We call those variables 'nominal', which we can, literally, only "name", like many types of job occupation, for example. Finally, we refer to some variables as 'ordinal', which means we can only place the values in an order of first, second, third and so on, without considering the gap between the first and second, or whether it was the same as between second and third. Apart from dichotomous variables, all others can be rank-ordered.

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

Classroom observation

REFERENCE:

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

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

Teachers are advised to predict the results of student attitudinal

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questionnaires, because;

It will help them decide if students answered truthfully.

It gives them a point of comparison against which to judge actual responses.

It will allow them to apply statistical procedures in analyzing results.

It helps them familiarize themselves with the questionnaires.

REFERENCE:

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

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

Which of the following is an example of a question about normative standards and values?

How many workers are employed at this plant?

What is your attitude towards the management at this plant?

Do you always cast your vote in trade union elections?

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

REFERENCE:

Answer (c) is asking for the respondent to reveal a behavioural norm. These types of questions are closely related to question about attitudes and beliefs.

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.

REFERENCE:

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.

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

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

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

Causal-comparative

Correlational

Experimental

Descriptive

REFERENCE:

<http://www.ecs.org/html/educationIssues/Research/primer/appendixA.asp>

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?

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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.

REFERNCE:

Clear instructions are vital as they allow for the respondent to move quickly and efficiently through the questionnaire which may in turn aid response rate.

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

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

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

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

Respondents may inadvertently omit key terms in the question.

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

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

REFERNCE:

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

To evaluate the research

REFERNCE:

<http://free-books-online.org/mathematics/business-mathematics-statistics/research-methods-business-mathematics-statistics/pilot-testing-of-the-questionnaire-2/>

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

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

Extreme case

Snowball

Maximum variation

Normal case.

REFERNCE:

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

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

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Which of the following best describes qualitative data analysis?

It begins after all the data has been collected.

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

It is an awkward, haphazard process.

It builds from abstraction to specific, concrete examples

REFERENCE:

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

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

REFERENCE:

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

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

The control procedure that allows the researcher to determine the effect of the independent variable and the control variable on the dependent variable both separately and in combination is;

Analysis of covariance

Matching

Forming subgroups to represent all levels of the control variable

Randomization

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

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

In experimental research, what does a researcher manipulate?

At least one dependent variable

All variables

At least one independent variable

At least one independent variable and one dependent variable

REFERENCE:

http://books.google.com.pk/books?id=toBJDiyeE_MC&pg=PA18&lpg=PA18&dq=In+e

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experimental+research+researcher+manipulate+At+least+one+independent+variable&source=bl&ots=FJ5odvsSiW&sig=fpYfLCqJeXbWwpdDK1Seac23Fbk&hl=en&ei=HkU-TdzCB42x4AavoOjUCg&sa=X&oi=book_result&ct=result&resnum=6&ved=0CDAQ6AEwBQ#v=onepage&q&f=false

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

In an experimental study, "the effects of inclusion on academic selfconcept of children with special needs", the researcher must control which of the following?

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

The selection and assignment of subjects.

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

Neither the selection nor assignment of subjects.

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.

REFERENCE

http://books.google.com.pk/books?id=1giK8vyEz_cC&pg=PA184&lpg=PA184&dq=Ecological+validity+refers+to&source=bl&ots=91mTILVfXC&sig=dsOOXbKthFN25NQvdGKR5WBM1_E&hl=en&ei=Quk8TcesDoOu8gOvi9XCCA&sa=X&oi=book_result&ct=result&resnum=10&ved=0CF4Q6AEwCQ#v=onepage&q=Ecological%20validity%20refers%20to&f=false

OR

<http://www.alleydog.com/glossary/definition.cfm?term=Ecological%20Validity>

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

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

Single-subject research is LEAST concerned with:

Clinical significance

Internal validity

Validity of measuring instruments

Note: Solve these papers by yourself

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External validity

REFERENCE:

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

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

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

Description

Reflection

Protocol

Formal data

REFERENCE:

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

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

REFERENCE:

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

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

Determining the sample interval (represented by K), randomly selecting a number between 1 to K, and including each K element in your sample are the steps for which form of sampling?

Simple Random Sampling

Stratified Random Sampling

Systematic Sampling

Cluster sampling

REFERENCE:

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

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

A focus group session is ideally for;

1 hour

1 and half hour

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2 hours

More than 2 hours

REFERENCE:

The ideal amount of time to set aside for a focus group is anywhere from 45 to 90 minutes. Beyond that most groups are not productive and it becomes an imposition on participant time.

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

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

Dependent variable

Extraneous variable

Independent variable

Confounding variable

REFERENCE:

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

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

REFERENCE:

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

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

When do largest percentages form a pattern across cells?

If there is no relationship

If there is non linear relationship

If there is curvilinear relationship

If there is linear relationship

REFERENCE:

<http://free-books-online.org/mathematics/business-mathematics-statistics/research-methods-business-mathematics-statistics/the-parts-of-the-table-2/>

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

Note: Solve these papers by yourself

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Accretion

REFERENCE:

Observations can be structured

Frequency:

Direction:

Intensity:

Space:

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

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

Standardized tests

Interviews

Secondary data

Observations

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 PG 132

It enables students to gain experience of the workplace

REFERENCE:

Secondary analysis is increasingly used by researchers. It is relatively inexpensive; it permits comparisons across groups, nations, or time; it facilitates replication; and permits asking about issues not thought by the original researchers.

Note: Solve these papers by yourself

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