

Question No : 1 of 27

Marks: 1 (Budgeted Time 1 Min)

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

Answer (Please select your correct option)

Discontinuous variable

Dependent variable

Independent variable

Intervening variable

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Question No : 2 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following is **True** for survey research?

Answer (Please select your correct option)

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.

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Question No : 3 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following is to convince reviewers that the researcher is capable of successfully conducting the proposed research project?

Answer (Please select your correct option)

Research proposal

Research project

Research question

Literature review

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Question No : 4 of 27

Marks: 1 (Budgeted Time 1 Min)

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

Answer (Please select your correct option)

- Surveys
- Literature Review
- Communication analysis
- Research Journals

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Question No : 5 of 27

Marks: 1 (Budgeted Time 1 Min)

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

Answer (Please select your correct option)

- Cumulative
- Deterministic
- Unethical
- Rationalism

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Question No : 6 of 27

Marks: 1 (Budgeted Time 1 Min)

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

Answer (Please select your correct option)

- Opinion
- Speculation
- Empiricism
- Rationalism

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Question No : 7 of 27

Marks: 1 (Budgeted Time 1 Min)

Critically reviewing the literature refers to:

Answer (Please select your correct option)

- Making more and more summaries of the searched articles
- Evaluating the literature on the basis of the publication date
- Careful analysis of the methods and findings of the previous research to identify gaps
- Making a section in your research report

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Question No : 8 of 27

Marks: 1 (Budgeted Time 1 Min)

The best method to narrow down a topic is to:

Answer (Please select your correct option)

- Develop theoretical framework
- Review literature
- Test a hypothesis
- Conduct a survey

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Question No : 9 of 27

Marks: 1 (Budgeted Time 1 Min)

Behavioral measures of the variables are called:

Answer (Please select your correct option)

- Dimensions
- Elements
- Items
- Questions

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Question No : 10 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following is the implication of the ordinal scale?

Answer (Please select your correct option)

Characteristics of nominal scale

Rank the object

Does not provide magnitude of object

All of the given options

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Question No : 11 of 27

Marks: 1 (Budgeted Time 1 Min)

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

Answer (Please select your correct option)

Characteristics of nominal scale

Rank the object

Does not provide magnitude of object

Provide rate

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Question No : 12 of 27

Marks: 1 (Budgeted Time 1 Min)

Large number of respondents are best interviewed in a (an) _____ way

Answer (Please select your correct option)

Unstructured

Structured

Semi structured

Open ended

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Question No : 13 of 27

Marks: 1 (Budgeted Time 1 Min)

The action to repeat the question, pause to motivate the respondent to speak, and repeat the respondents answer is called:

Answer (Please select your correct option)

Prompting

Probing

Promoting

Perceiving

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Question No : 14 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following terms represents the most general, broad concept?

Answer (Please select your correct option)

Apple

Fruit

Vegetation

None of the given option

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Question No : 15 of 27

Marks: 1 (Budgeted Time 1 Min)

"Introduction of five-day workweek will enhance the productivity of young employees." Productivity is which type of variable?

Answer (Please select your correct option)

Dependent

Independent

Moderating

Intervening

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Question No : 16 of 27

Marks: 1 (Budgeted Time 1 Min)

"75% of stockholders of company ABC are in favor of increased cash dividends". This statement is an example of which of the following type of hypothesis?

Answer (Please select your correct option)

Descriptive hypothesis

Exploratory hypothesis

Co-relational hypothesis

Explanatory hypothesis

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Question No : 17 of 27

Marks: 1 (Budgeted Time 1 Min)

"Which restaurant do you prefer to dine out for fast food?"

KFC

McDonald's

Subway

Any other local brand (please specify_____)

Identify which of the following type of scale it is?

Answer (Please select your correct option)

Nominal

Ordinal

Interval

Ratio

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Question No : 18 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following is NOT included when defining research?

Answer (Please select your correct option)

Scientific inquiry

Objective thinking

Common sense

Systematic inquiry

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Question No : 19 of 27

Marks: 1 (Budgeted Time 1 Min)

The idea that "a new underclass is emerging in Pakistani society" supports which type of research?

Answer (Please select your correct option)

- Basic
- Descriptive
- Exploratory
- Explanatory

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Question No : 20 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following is NOT the goal of the explanatory research?

Answer (Please select your correct option)

- Testing theory
- Establishing the relationship between different phenomenon
- Generating new ideas about the topic
- Replicating a theory to a new area

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Question No : 21 of 27

Marks: 1 (Budgeted Time 1 Min)

Basic research can also be called as:

Answer (Please select your correct option)

- Practical research
- Fundamental Research
- Action research
- Assessment research

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Question No : 22 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following is the most critical area while reviewing a journal article?

- Answer (Please select your correct option)
- Introduction
 - Review of literature
 - Method
 - Discussion

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Question No : 23 of 27

Marks: 3 (Budgeted Time 6 Min)

What might be the possible reasons for the low completion rate of the mailed questionnaire? And how it can be overcome?

Answer (Please click here to Add Answer)

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Question No : 24 of 27

Marks: 3 (Budgeted Time 6 Min)

"Strong customer base increases the probability of success of a brand." Classify this hypothesis among four type of hypothesis and justify your choice.

Answer (Please click here to Add Answer)

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Question No : 25 of 27

Marks: 3 (Budgeted Time 6 Min)

A researcher is conducting research on employee commitment and has taken high morale as one indicator of employee commitment. "High morale" itself is too broad and vague that it must be defined through some elements that make an employee morale high. Write just three elements that indicate high morale rate in an employee.

Answer ([Please click here to Add Answer](#))



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Question No : 26 of 27

Marks: 5 (Budgeted Time 10 Min)

How research question helps to formulate hypothesis. Explain with the help of an example.

Answer ([Please click here to Add Answer](#))



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Question No : 27 of 27

Marks: 5 (Budgeted Time 10 Min)

As a researcher, in which situation will you avoid using Mail Questionnaire?

Answer ([Please click here to Add Answer](#))



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