



Sta 630 quiz file - This notes is for the preparation of final term exams with a answer key attach

Research Methods (Virtual University of Pakistan)



Scan to open on Studocu

Sta 630

Quiz file

Question No: 1

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

1. Looking at multiple sources of data.
2. Taking action based on results.
3. Thinking about or analyzing data in more than one way.
4. The kinds of data that are collected.

Question No: 2

Individuals who engage in action research are most concerned with:

1. Supporting the way things are being done.
2. Publishing results
3. Proving a hypothesis
4. Improvement

Question No: 3

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

1. The level of manipulation used to elicit data collection.
2. The data-collection technique.
3. The type of data collected.
4. Type, technique and manipulation of data collection.

Question No: 4

Which of the following statements best defines hypothesis?

1. A quantitative study.
2. A tentative prediction of the results of the research.
3. A qualitative research design.
4. The operational definition of the study.

Question No: 5

What is the first step in the research process?

1. Problem definition
2. Define broad problem area
3. Theoretical framework
4. Preliminary data collection

Question No: 6

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?

1. Experiment
2. Surveys
3. Focus group discussion
4. Communication analysis

Question No: 7

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

1. The obtaining of company material without permission.
2. The researcher wearing a disguise during an observation.
3. The researcher representing their research as being about a different topic
4. The researcher failing to ask permission to interview someone.

Question No: 8

1. Which of the following is least likely to occur as an ethical problem with electronic research?
2. Privacy could be invaded.
3. People are not likely to be able to stop once they have begun participating.
4. Debriefing could be avoided.
5. Informed consent cannot be completely monitored.

Question No: 9

All of the following are unethical issues, EXCEPT;

1. Invoicing irregularities
2. Avoiding legal liability
3. Misrepresenting results
4. Seeking permission for entry

Question No: 10

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

1. Measures are unambiguous quantities, whereas indicators are devised from common sense understandings.
2. Indicators have a more direct relationship to the underlying concept than measures.
3. Measures are intuitively devised and then applied as if they were direct indicators of a concept.
4. Indicators are unambiguous quantities, whereas measures are subjective and value-laden.

Question No: 11

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

1. Reliability
2. Accuracy
3. Internal validity
4. Validity

Question No: 12

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

1. Categorize
2. Distance
3. Order
4. Unique origin

Question No: 13

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

1. Ordinal data can be rank ordered, but interval/ratio data cannot.
2. The distance between categories is equal across the range of interval/ratio data.
3. Interval/ratio variables contain only two categories.
4. Ordinal variables have a fixed zero point, whereas interval/ratio variables do not.

Question No: 14

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

1. A comparison of two or more variables over a long period of time
2. The collection of data from more than one case at one moment in time
3. One that is devised when the researcher is in a bad mood
4. A study of one particular section of society, e.g. the middle classes

Question No: 15

Which of the following is TRUE for research plan?

1. It should be detailed.
2. It should be given to others for review and comments.
3. It sets out the rationale for a research study.
4. All of the given options

Question No: 16

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

1. They observe predetermined activities.
2. They are participant observers.
3. They obtain information by watching rather than asking.
4. They must be careful not to influence the activities they observe.

Question No: 17

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

1. It is cheaper to administer.
2. It is quicker to administer.
3. It is easier to prompt the interviewee
4. It is easier to remove interviewer effects.

Question No: 18

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

1. protection from harm
2. confidentiality
3. informed consent
4. anonymity

Question No: 19

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

1. A list of participants
2. A self-addressed, stamped envelope
3. Purpose of the study
4. Reasons to respond

Question No: 20

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

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

Question No: 21

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?

1. Interviews with teachers
2. Classroom observations
3. Parent surveys
4. Teacher's journal entries

Question No: 22

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

1. To give you something to do in the early stages of your research when nothing is happening.
2. Because funding councils generally demand to see written evidence that you were working every day during the period of the research.
3. To keep a record of what you did and what happened throughout the research process.
4. It can be added to your dissertation to ensure that you reach the required word limit.

Question No: 23

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

1. Respondents may delete inappropriate answers rather than select appropriate ones.
2. Respondents may choose only one answer when they need to choose as many as apply.
3. Respondents may complete questions that are not relevant to them.
4. All of the given options

Question No: 24

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

1. The amount of time managers spend on particular activities.
2. The frequency with which managers undertake particular tasks.

3. The locations in which a trade union representative has discussions with individual members.
4. The volume of female managers in the retail industry.

Question No: 25

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

1. Listen more and talk less
2. Don't interrupt
3. Don't be judgmental about the interviewee's beliefs or views
4. All of the given options

Question No: 26

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

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

Question No: 27

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

1. Extreme case
2. Snowball
3. Maximum variation
4. Normal case

Question No: 28

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

1. Snowball
2. Intensity
3. Homogeneous
4. Purposive

Question No: 29

The logic of purposive sampling is:

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

Question No: 30

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?

1. The correlation would be statistically significant.
2. The correlation would be larger.
3. The correlation would be smaller.
4. Nothing is likely to change.

Question No: 31

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

1. Reading and memorizing
2. Describing the content and participants
3. Classifying and interpreting
4. Data management

Question No: 32

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

1. Word
2. Topic
3. Category
4. Pattern

Question No: 33

Which of the following BEST differentiates data analysis from interpretation?

1. Interpretation requires more conceptual and integrative thinking than data analysis.
2. Interpretation involves computerized analysis of data.
3. Data analysis is explanatory and interpretation is conceptual.
4. Data analysis involves conceptualization but interpretation does not.

Question No: 34

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

1. Analysis of covariance
2. Chi square
3. Standard deviation
4. Pearson "r"

Question No: 35

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

1. Matching.
2. Subgroups.
3. Chi square.
4. Analysis of covariance.

Question No: 36

Which of the following best describes qualitative data coding?

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

Question No: 37

The bivariate tables derived from tri variant table are called;

1. Sub table
2. Bivariate
3. Partial
4. Correlational tables

Question No: 38

Quasi-experimental research is used because:

1. Random selection is not possible
2. Neither random selection nor random assignment is possible
3. Random assignment is not possible
4. There are no comparison groups available

Question No: 39

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?

1. Single-subject design
2. Factorial design
3. Time-series design
4. Quasi-experimental design

Question No: 40

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

1. Participant bias
2. Observer bias
3. Observer effect
4. Nonparticipant effect

Question No: 41

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?

1. Description
2. Reflection
3. Protocol
4. Formal data

Question No: 42

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

1. Historical comparative research
2. Social research
3. Action research
4. Experimental research

Question No: 43

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

1. Review of the literature
2. Significance of the study

3. Results
4. Discussion

Question No: 44

Which of the following can be referred as Haphazard Sampling?

1. Convenience Sampling
2. Purposive Sampling
3. Snowball Sampling
4. Quota Sampling

Question No: 45

An important issue in index construction is to _____ items.

1. Reconstruct
2. Codify
3. Measure
4. Weight

Question No: 46

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

1. External Appearance
2. Count Behaviors
3. Time Duration
4. All of the given options

Question No: 47

Secondary /existing data may include which of the following?

1. Official documents
2. Personal documents
3. Archived research data
4. All of the given options

Question No: 48

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

1. They tend to be alike in many ways.
2. Data cannot be analyzed for only part of a sample.
3. They cannot be found to determine if they are similar to respondents.

4. They may have different opinions than respondents.

Question No: 49

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

1. Cheaper
2. Expensive
3. Easier
4. Inexpensive

Question No: 50

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

1. Mail survey
2. Telephone interview
3. Door-to-door personal interview
4. Internet survey

Question No: 51

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

1. Telephone interview
2. Mail survey
3. Door-to-door personal interview
4. Mall intercept personal interview

Question No: 52

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:

1. Administrative bias
2. Interviewer bias
3. Submission bias
4. Response bias

Question No: 53

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

1. Determine sample size
2. Analyze data

3. Conduct fieldwork
4. Select a sampling frame

Question No: 54

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:

1. Balanced stratified sample
2. Proportional stratified sample
3. Cluster sampling
4. Convenience sample

Question No: 55

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:

1. Coding
2. Editing
3. Verification
4. Test tabulation

Question No: 56

Arranging data into a table is called:

1. Analysis
2. Frequency
3. Interpretation
4. Tabulation

Question No: 57

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

1. Contingency table
2. Regression equation
3. Marginal table
4. None of the given options

Question No: 58

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

1. Judgment sample
2. Snowball
3. Convenience sample
4. Cluster sample

Question No: 59

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:

1. History effect
2. Mortality effect
3. Instrumentation effect
4. Cohort effect

Question No: 60

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

1. Instrumentation effect
2. Cohort effect
3. Attrition effect
4. All of the given options

Question No: 61

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.

1. Internal validity, external validity
2. External validity, internal validity
3. Randomization, reliability
4. Reliability, randomization

Question No: 62

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

1. Survey Interview
2. Field Interview

3. Deception
4. None of the given options

Question No: 63

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

1. Discussion guide
2. Concept test
3. Case study
4. All of the given options

Question No: 64

Which of the following is a disadvantage of focus groups?

1. Requires objective, sensitive, and effective moderators
2. May not be useful for discussing sensitive topics
3. High cost
4. All of the given options

Question No: 65

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

1. Zikmund, W.
2. Sekaran, U.
3. Dessler, G.
4. Neuman, W.C.

Question No: 66

On which of the following, scientific knowledge mostly relies?

1. Identification of events
2. Logical understanding
3. Prior knowledge
4. All of the given options

Question No: 67

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

1. Opinion
2. Speculation

3. Empiricism
4. Rationalism

Question No: 68

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

1. Data are systematically analyzed.
2. Data are collected systematically.
3. Results are generalizable.
4. Results are used to improve practice.

Question No: 69

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?

1. Evaluation
2. Experimental
3. Applied
4. Basic

Question No: 70

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

1. They take the focus away from accurate measurement.
2. They prevent a consistent approach being achieved with business research.
3. They prevent the researcher from assessing alternative ways of viewing a concept
4. They prevent research from being truly objective.

Question No: 71

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

1. Discontinuous variable
2. Dependent variable
3. Independent variable
4. Intervening variable

Question No: 72

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

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

2. Indicators have a more direct relationship to the underlying concept than measures.
3. Measures are intuitively devised and then applied as if they were direct indicators of a concept.
4. Indicators are unambiguous quantities, whereas measures are subjective and value laden.

Question No: 73

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

1. Characteristics of nominal scale
2. Rank the object
3. Does not provide magnitude of object
4. Provide rate

Question No: 74

Measurement reliability refers to which of the following?

1. Accuracy of the scores
2. Dependency of the scores
3. Consistency of the scores
4. Comprehensiveness of the scores.

Question No: 75

Which of the following statements might assist response rates?

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

Question No: 76

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

1. Respondents may not understand the question.
2. Respondents may operate with a different frame of reference.
3. Respondents may think the question is less important.
4. Respondents may have to ask for help when completing the questionnaire.

Question No: 77

Which of the following is a double-barreled question?

1. How satisfied you are with the performance appraisal system?
2. How satisfied you are with investment levels in new and existing software packages?
3. How satisfied you are with the organization's marketing strategy?
4. How satisfied you are with the levels of customer satisfaction?

Question No: 78

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

1. Test Run
2. Pilot test
3. Post hoc test
4. T test

Question No: 79

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?

1. Unstructured
2. Partially structured
3. Semi structured
4. Structured

Question No: 80

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

1. Representative of the target population.
2. Convenient to access.
3. Easily observed in naturalistic settings.
4. Large enough to compare differences between subgroups.

Question No: 81

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

1. Time and cost.
2. Non-response.
3. Length of questionnaire.
4. Heterogeneity of population.

Question No: 82

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

1. No correlation
2. Low
3. Moderate
4. High

Question No: 83

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

1. Statistical significance
2. Attenuation
3. Controlling for the variable
4. Multiple regression research

Question No: 84

Which of the following best describes qualitative data analysis?

1. It begins after all the data has been collected.
2. It is an ongoing, cyclic process integrated into all phases of research.
3. It is an awkward, haphazard process.
4. It builds from abstraction to specific, concrete examples

Question No: 85

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

1. Analysis of covariance
2. Chi square
3. Standard deviation
4. Pearson "r"

Question No: 86

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

1. Reflection
2. Integrative
3. Explanatory
4. All of the given options

Question No: 87

In frequency tables total of columns and rows are called:

1. Body of table
2. Cell of table
3. Area of table
4. Marginal

Question No: 88

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:

1. We do not know what causes self-confidence or popularity.
2. Self-confidence causes popularity.
3. Popularity causes self-confidence.
4. Self-confidence and popularity are related.

Question No: 89

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;

1. Lack of specificity of variables
2. Selection-treatment interaction
3. Treatment diffusion
4. Faulty data analysis procedures

Question No: 90

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

1. Comparison group research
2. Quasi-experimental research
3. True experimental research
4. Pre-experimental research

Question No: 91

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

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

Question No: 92

Case study is empirical because;

1. It investigates a contemporary phenomenon within its real life context.
2. It is retrospective study in which the researcher follows the research process from effect to its cause.
3. It is a study back in time.
4. All of the given options

Question No: 93

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

1. Preliminary pages
2. Main body
3. Method
4. Discussion

Question No: 94

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

1. Test Run
2. Pre Test
3. Post Hoc Test
4. T- Test

Question No: 95

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

1. Purposive Sampling
2. Snowball Sampling
3. Convenience Sampling
4. Quota Sampling

Question No: 96

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

1. Snowball sampling
2. Convenience sampling

3. Quota sampling
4. All of the given option

Question No: 97

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

1. SPSS
2. MINITAB
3. SYSTAT
4. All of the given options

Question No: 98

What is the place of quotations in referencing?

1. Quotations should be given at the end.
2. Quotations should be given exactly as they appear in the source.
3. Quotations should be given in left margins only.
4. Quotations should not be given at all.

Question No: 99

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?

1. Experimental control
2. Differential influence
3. Matching
4. Analysis of covariance

Question No: 100

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

1. Split-half
2. Even versus Odd numbers
3. Use a list of random numbers or a computer randomization program
4. Let the researcher decide which group will be the best

Question No: 101

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

1. One-group posttest-only design
2. One-group pretest-posttest design
3. Posttest-only design with non-equivalent groups
4. Time series design

Question No: 102

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

1. Interaction effect
2. Reactive effect
3. Main effect
4. Proactive effect

Question No: 103

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

1. The analysis of specific subgroups
2. Longitudinal analysis
3. Cross-cultural analysis
4. All of the given options

Question No: 104

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

1. Inability to confirm who completed the questionnaire
2. Its unsuitability for some kinds of respondents
3. Inability to ask many questions that are not directly relevant to the respondent
4. Easy to justify the answer

Answers:

1. Taking action based on results.
2. Improvement
3. Type, technique and manipulation of data collection
4. A tentative prediction of the results of the research.
5. Define broad problem area
6. Focus group discussion
7. The researcher representing their research as being about a different topic

8. People are not likely to be able to stop once they have begun participating.
9. Seeking permission for entry
10. Measures are unambiguous quantities, whereas indicators are devised from common sense understandings.
11. Validity
12. Order
13. The distance between categories is equal across the range of interval/ratio data.
14. A comparison of two or more variables over a long period of time
15. All of the given options
16. They are participant observers.
17. It is easier to prompt the interviewee
18. confidentiality
19. A list of participants
20. It gives them a point of comparison against which to judge actual responses.
21. Parent surveys
22. To keep a record of what you did and what happened throughout the research process.
23. All of the given options
24. The volume of female managers in the retail industry.
25. All of the given options
26. How to overcome the issue of false consciousness?
27. Extreme case
28. Intensity
29. That a few information-rich participants studied in depth yield many insights about a topic.
30. The correlation would be statistically significant.
31. Data management
32. Pattern
33. Interpretation requires more conceptual and integrative thinking than data analysis.
34. Pearson "r"
35. Chi square.
36. Dividing data in parts that represent single thoughts
37. Partial
38. Random assignment is not possible
39. Factorial design
40. Observer bias
41. Reflection
42. Historical comparative research
43. Discussion
44. Convenience Sampling
45. Weight
46. All of the given options

47. All of the given options
48. They may have different opinions than respondents.
49. Inexpensive
50. Door-to-door personal interview
51. Door-to-door personal interview
52. Interviewer bias
53. Analyze data
54. Proportional stratified sample
55. Coding
56. Tabulation
57. Contingency table
58. Snowball
59. Instrumentation effect
60. Instrumentation effect
61. External validity, internal validity
62. Field Interview
63. Discussion guide
64. All of the given options
65. Sekaran, U.
66. All of the given options
67. Empiricism
68. Results are generalizable.
69. Evaluation
70. They prevent the researcher from assessing alternative ways of viewing a concept
71. Independent variable
72. Measures are unambiguous quantities, whereas indicators are devised from common sense understandings.
73. Provide rate
74. Consistency of the scores
75. Please put the completed questionnaire in the enclosed stamped addressed envelope and place in the mail out tray
76. Respondents may operate with a different frame of reference.
77. How satisfied you are with investment levels in new and existing software packages?
78. Pilot test
79. Semi structured
80. Representative of the target population.
81. Length of questionnaire.
82. Moderate
83. Controlling for the variable
84. It is an ongoing, cyclic process integrated into all phases of research
85. Pearson "r"

86. All of the given options
87. Marginal
88. Self-confidence and popularity are related
89. Lack of specificity of variables
90. Pre-experimental research
91. How do the media report corporate re-branding exercises?
92. All of the given options
93. Main body
94. Pre Test
95. Convenience Sampling
96. All of the given option
97. All of the given options
98. Quotations should be given exactly as they appear in the source.
99. Analysis of covariance
100. Use a list of random numbers or a computer randomization program
101. Posttest-only design with non-equivalent groups
102. Main effect
103. All of the given options
104. Easy to justify the answer