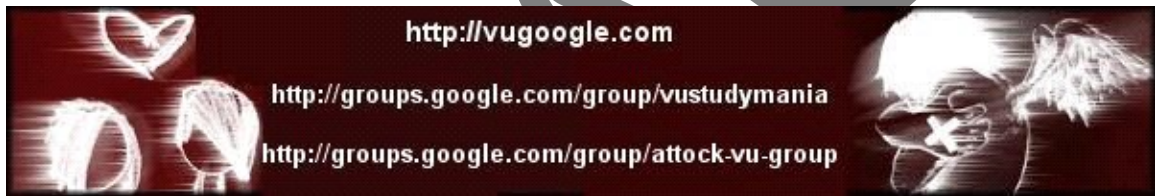


Time: 90 min
Marks: 69

Student Info	
<u>StudentID:</u>	—
<u>Center:</u>	—
<u>ExamDate:</u>	—

[illegible]

Asslam O Alikum



**STA630- Research Methods (Session - 3) FINAL TERM
EXAMINATION 100% correct solved with reference included
objective By Muhammad Afaaq & SHANI BHAI**

Remember Us In Your Prayers

Best regard's

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0346-5329264

If u like me than raise your hand with me

If not than raise ur standard

That's about me ... !

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

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

- ▶ Looking at multiple sources of data.
- ▶ Taking action based on results.

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

MCQ # 6

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

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

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

- ▶ Basic

- ▶ Evaluation
- ▶ Applied

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

MCQ # 1

- ▶ Grounded theory

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

Which type of review compares how different theories address an issue?

- ▶ Context review
- ▶ Integrated review
- ▶ Methodological review
- ▶ Theoretical review

Theoretical reviews compare how different theories address an issue.

Page # 27

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

Which of the following functions is performed by theoretical framework?

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

Specifically a theoretical framework:

Elaborates the relationship among the variables

Explains the logic underlying these relationships

Describes the nature, and direction of the relationships

Page # 30

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

Panel and cohort designs differ in that:

- ▶ Cohort studies involve quantitative research, whereas panel studies are qualitative.
- ▶ A panel study does not need rules to handle new entrants to households.

- Only a cohort study will suffer from sample attrition.
- A panel study can distinguish between age effects and cohort effects, but a cohort design cannot.

Handouts page # 10

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

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

And

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

MCQ # 9

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

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

- Classroom observation
- Student questionnaires
- Videotaping of classes
- Students' standardized test scores

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

MCQ # 9

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

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

- Listen more and talk less

- ☐ ► Don't interrupt
- ☐ ► Don't be judgmental about the interviewee's beliefs or views
- ☐ ► All of the given options

[PPT]

Qualitative Research Methods

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

Why should a business researcher record and transcribe interviews?

- ☐ ► It overcomes all possible ethical considerations.
- ☐ ► The response of participants can be more readily shared with senior management.
- ☐ ► It allows a more thorough examination of what the interviewee has said.

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

MCQ # 7

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

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

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

- ☐ ► Two continuous variables

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

MCQ # 11

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

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

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

- ☐ ► Analysis of covariance
- ☐ ► Chi square
- ☐ ► Standard deviation
- ☐ ► Pearson "r"

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

MCQ # 17

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

Researchers organize data into all of the following, EXCEPT:

- ☐ Field
- ☐ Table

Page # 99

Researchers organize data into fields, records, and files.

- ☐ Record
- ☐ File

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

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

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

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

MCQ # 02

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

Testing most likely, negatively affect internal validity when:

- ☐ The information tested is attitudinal in nature
- ☐ The time between pre- and posttest is short

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

MCQ # 2

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

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

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

- ☐ How do managers behave in the face of employment insecurity?
- ☐ How do the media report corporate re-branding exercises?

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

MCQ # 01

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

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

Which one is not the part of non reactive research?

- ☐ ► Physical traces
- ☐ ► Archives
- ☐ ► Observations
- ☐ ► Interviews

PAGE # 124

Varieties of Non-Reactive Observations

Physical Traces:

Archives:

Observations:

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

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

- ☐ ► Description
- ☐ ► Reflection

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

MCQ # 01

- ☐ ► Protocol
- ☐ ► Formal data

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

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

- ☐ ► Historical comparative research

PAGE # 148

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

- ☐ ► Social research
- ☐ ► Action research
- ☐ ► Experimental research

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

Historians organize evidence usually in:

- ☐ ► Comparative form
- ☐ ► Narrative form

PAGE # 152

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

- ☐ ► Logical form
- ☐ ► Critical form

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

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

- ☐ ► A focus group is used to analyse group interaction, whereas a group interview is used as a straight forward data collection tool.

MCQ # 1

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

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

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

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

- ☐ ► Participants
- ☐ ► Instruments

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

- ☐ ► Design
- ☐ ► Procedures

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

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

- ☐ ► Purposive Sampling
- ☐ ► Snowball Sampling
- ☐ ► Convenience Sampling

Convenience samples are least reliable but normally the cheapest and

easiest to conduct

P # 90

► Quota Sampling

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

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

► Convenience Sampling

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

P # 90

► Quota Sampling

► Snowball Sampling

► Purposive Sampling

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

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

► Snowball sampling

► Convenience sampling

► Quota sampling

► All of the given option

PAGE # 90

OR

Nonrandom Sampling Techniques

The other major type of sampling used in quantitative research is nonrandom sampling (i.e., when you do not use one of the random sampling techniques). There are four main types of nonrandom sampling:

The first type of nonrandom sampling is called convenience sampling

The second type of nonrandom sampling is called quota sampling

The third type of nonrandom sampling is called purposive sampling

The fourth type of nonrandom sampling is called snowball sampling

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

OR

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

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

Sampling in qualitative research is similar to which type of sampling in quantitative research?

- ☐ ▶ Simple random sampling
- ☐ ▶ Systematic sampling
- ☐ ▶ Quota sampling
- ☐ ▶ Purposive sampling

PAGE # 90

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

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

- ☐ ▶ Analysis
- ☐ ▶ Synthesis

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

PAGE # 148

- ☐ ▶ Results
- ☐ ▶ Findings

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

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

- ☐ ▶ Frequency distribution

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

PAGE # 104

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

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

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

- ☐ ▶ By margins

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

Page # 107

- ☐ ▶ By row
- ☐ ▶ By column
- ☐ ▶ For the total

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

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

- ☐ ► Survey research is a subset of experimental research.
- ☐ ► Survey research is often used in experimental research.

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

MCQ # 2

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

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

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

- ☐ ► Social desirability bias
- ☐ ► Interviewer error

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

- ☐ ► Interviewer cheating
- ☐ ► Sponsorship bias

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

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

- ☐ ► Unstructured question
- ☐ ► Structured question
- ☐ ► Disguised question
- ☐ ► Social desirability question

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

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

- ☐ ► Determine sample size
- ☐ ► Analyze data

Stages in the Selection of a Sample

Step 1: Define the target population

Step 2: Select The Sampling Frame

Step 3: Probability OR Non-probability?

Step 4: Plan Selection of sampling units

Step 5: Determine Sample Size

Step 6: Select Sampling units

Step 7: Conduct Fieldwork

- ▶ Conduct fieldwork
- ▶ Select a sampling frame

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

Codes are rules for _____ data.

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

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

PAGE # 99

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

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

- ▶ Maturation effect

PAGE 120

Maturation Effect: Cause and effect relationship can also be contaminated by the effects of the passage of time – another uncontrollable variable. Such contamination is called Maturation effect.

- ▶ Testing effect
- ▶ History effect
- ▶ Cohort effect

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

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

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

PAGE # 124

Observations:

• **External Appearance:** How people appear may indicate social factors. For example, researcher watches students to see whether they are more likely to wear their college's colors

and symbols after the college team won or lost.

• **Count Behaviors:** Counting how many people do something can be informative. For example researcher may count the number of men and women who come to a full stop and those who come to a rolling stop at a traffic stop sign. This suggests gender difference in driving behavior.

• **Time Duration:** How long people take to do things may indicate their intention. For example a researcher may measure how long men and women pause in front of a particular painting. Time taken may indicate their interest in the painting.

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

Which of the following element is not included for behavioral observation?

- ☐ ▶ Space
- ☒ ▶ **Direction**
- ☐ ▶ Frequency
- ☐ ▶ Accretion

PAGE # 126

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

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

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

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

Page # 129

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

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

- ☐ ▶ An experiment
- ☐ ▶ A test market
- ☐ ▶ A case study

Case study: It is an in-depth analysis of a unit which could be an

individual person, a couple, a group, or an organization
PAGE # 38

_____ ▶ Causal research

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

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

_____ ▶ Discussion guide

PAGE 155

OR

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

_____ ▶ Concept test

_____ ▶ Case study

_____ ▶ All of the given options

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

Which of the following is a disadvantage of focus groups?

_____ ▶ Requires objective, sensitive, and effective moderators

_____ ▶ May not be useful for discussing sensitive topics

_____ ▶ High cost

_____ ▶ All of the given options

Disadvantages of Focus Groups

Require objective, sensitive, and effective moderators.

May have unique sampling problems.

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

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

Higher cost

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

Which section of a report gives a summary of the contents, including the purpose, description of the participants, the results, and any conclusions being offered?

_____ ▶ Methodology

_____ ▶ **Introduction**

_____ ▶ Abstract

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

and the informative abstract.
OR HANDOUTS PAGE 161

- ▶ Letter of transmittal

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

Which of the following characteristic of the scientific method is defined as the confirmation or refutation of the observation through the scientific method by using sensory experience?

- ▶ **Empirical**
- ▶ Verifiable

Verifiable

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

PAGE # 04

- ▶ Observable
- ▶ Cumulative

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

Basic research can also be called as

- ▶ Practical research
- ▶ Fundamental Research

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

PAGE # 08

- ▶ Action research
- ▶ Assessment research

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

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

- ▶ Name of the article's author is not mentioned to avoid biases
- ▶ It should be accepted
- ▶ It should be published in a well known journal
- ▶ **Name of the author should be mentioned for the further correspondence**

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

After making the inventory of the relevant variables the next step is to:

- ▶ Provide logic for the relationship

- _____ ▶ Make inventory of the propositions
- _____ ▶ Identify the relationships between the variables

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

PAGE # 156

- _____ ▶ Deduce hypothesis

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

Theoretical framework helps to:

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

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

PAGE # 30

- _____ ▶ Accept the hypothesis

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

Which of the following is NOT a method of narrowing a topic?

- _____ ▶ Literature review
- _____ ▶ Specifying the context
- _____ ▶ Talk to the experts
- _____ ▶ Pilot testing

Techniques for Narrowing a Topic into a Research Question

1. Examine the literature.

2. Talk over ideas with others.

3. Apply to a specific context.

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

PAGE # 33

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

The working definition of the variables is called:

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

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

PAGE # 18

- _____ ▶ Fundamental definition

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

Which of the following characteristic is reflected by an interval scale?

- ▶ The distance between each participant's individual scores.
- ▶ Arithmetic operations can be performed after data collection
- ▶ Classify the data into exclusive categories
- ▶ All of the given options

[http://books.google.com/books?](http://books.google.com/books?id=eNsVUGTMcDoC&pg=PA138&dq=characteristic+is+reflected+by+an+interval+scale&hl=en&ei=pD5mTJH9MojRcfiPvaOP&sa=X&oi=book_result&ct=result&resnum=1&ved=0CCkQ6AEwAA#v=onepage&q=characteristic%20is%20reflected%20by%20an%20interval%20scale&f=false)

[id=eNsVUGTMcDoC&pg=PA138&dq=characteristic+is+reflected+by+an+interval+scale&hl=en&ei=pD5mTJH9MojRcfiPvaOP&sa=X&oi=book_result&ct=result&resnum=1&ved=0CCkQ6AEwAA#v=onepage&q=characteristic%20is%20reflected%20by%20an%20interval%20scale&f=false](http://books.google.com/books?id=eNsVUGTMcDoC&pg=PA138&dq=characteristic+is+reflected+by+an+interval+scale&hl=en&ei=pD5mTJH9MojRcfiPvaOP&sa=X&oi=book_result&ct=result&resnum=1&ved=0CCkQ6AEwAA#v=onepage&q=characteristic%20is%20reflected%20by%20an%20interval%20scale&f=false)

Question No: 49 (Marks: 3)

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

Question No: 50 (Marks: 3)

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

Question No: 51 (Marks: 5)

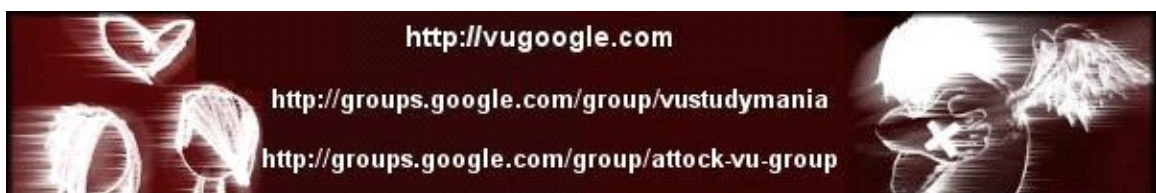
Briefly describe the type of observation you would use, the field notes you would develop, and some general principles you would follow to ensure successful data collection.

Question No: 52 (Marks: 5)

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

Question No: 53 (Marks: 5)

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



STA630- Research Methods (Session - 3) FINAL TERM
EXAMINATION 100% correct solved with reference included
objective By Muhammad Afaaq & SHANI BHAI

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Best regard's

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0346-5329264

If u like me than raise your hand with me

If not than raise ur standard

That's about me ... !