SADIA ALI SADI (MBA)

LEC 1 TO 45 SOLVED QUIZ

Question # 20 of 20 (Start time: 12:49:12 AM) Total Marks: 1
The logic of purposive sampling is:
Select correct option:
That a random sample can generalize to a population.
That a few information-rich participants studied in depth yield many insights about a topic.page no (90)
To include all participants, even though they are not all relevant to the problem.
To use participants because the researcher has access to them.

Refrence:
In contrast, the logic and power of purposive sampling lies in selecting information-rich cases for study in depth.
http://www.blackwellreference.com/public/tocnode?id=g9781405124331_yr2011_chunk_g978140512433125_ss1-12

Question # 19 of 20 (Start time: 12:48:45 AM) Total Marks: 1
An indicator of reliability based on the correlations of each item in a measure with every other item is called:
Select correct option:
Test-retest reliability
Cronbach's alpha
Split-half reliability
Inter item ratio
refrence:
Another internal consistency **indicator of reliability**, **called Cronbach's alpha**, is **based** on the individual items. Here the researcher calculates the **correlation of each item** with **every other item**.
http://books.google.com.pk/books?id=F94kAQAAIAAJ&q=An+indicator+of+reliability+based+on+the+correlations+of+each+item+in+a+measure+with+every+other+item+is+called++Cronbach's+alpha&dq=An+indicator+of+reliability+based+on+the+correlations+of+each+item+in+a+measure+with+every+other+item+is+called++Cronbach's+alpha&hl=en&ei=zj_bTZjpNY7UsgaL7cXaDg&sa=X&oi=book_result&ct=result&resnum=1&ved=0CCkQ6AEwAA

Question # 18 of 20 (Start time: 12:48:22 AM) Total Marks: 1
Why does qualitative interviewing have an advantage over participant observation when it comes to longitudinal research?
Select correct option:
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.

Refrence:
Re-visiting research sites for follow up interviews is likely to be easier than arranging a series of subsequent observations.
Question # 17 of 20 (Start time: 12:48:01 AM) Total Marks: 1
An operational definition is:
Select correct option:
One that bears no relation to the underlying concept.
An abstract, theoretical definition of a concept.
A definition of a concept in terms of specific, empirical measures.
One that refers to opera singers and their work.

Refrence:

Operational definition is also called a working definition stated in terms of specific testing or measurement criteria. The concepts must have empirical referents (i.e. we must be able to count, measure, or in some other way gather thee information through our senses).
Question # 16 of 20 (Start time: 12:47:41 AM) Total Marks: 1
To say that a theory is falsifiable is to say that;
Select correct option:
It is based on results that are not replicable.
Investigators have replaced it with a simpler or more accurate theory.
We can imagine results that would contradict it.
It is so vague that it fits any and all possible results.

Refrence:

Falsifiability. A good theory is falsifiable. If there is no conceivable way to construct an experiment or collect some data that could potentially contradict the theory, the theory is worthless. **http://www.analytictech.com/mb870/handouts/theorizing.htm**

Question # 15 of 20 (Start time: 12:46:33 AM) Total Marks: 1

Which type of research address major societal change?
Select correct option:
Experimental Research
Action Research
Social Research
Historical Comparative Research

Refrence:

Historical comparative research is a powerful method for addressing big questions: How did **majorsocietal change** take place? What fundamental features are common to most societies? Why did current**social** arrangements take a certain form in some societies but not in others?

Question # 14 of 20 (Start time: 12:45:56 AM) Total Marks: 1
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?
Select correct option:

Observer effect
Participant effect
Non participant bias
Observer bias
Refrence:

Observer effect may refer to: **Observer effect** (information technology), the impact of observing a process while it is running;

Question # 13 of 20 (Start time: 12:45:15 AM) Total Marks: 1
What is the variable called, in an experiment, which is manipulated by the researcher?
Select correct option:
Stimulus
Control
Dependent
Independent
Refrence:

independent **variable The variable manipulated by the researcher** in an**experiment**. **http://books.google.com.pk/books?id=dHd7tacWS7oC&pg=PA40&dq=the+variable+called,+in+an+experiment,+which+is+manipulated+by+the+researcher&hl=en&ei=_**

Question # 12 of 20 (Start time: 12:44:52 AM) Total Marks: 1
If a measure is consistent over multiple occasions, it has:
Select correct option:

Inter-rater reliability
Construct validity (page=56)
Internal validity
Test-retest reliability

Refrence:

(3) Construct Validity
Construct validity is for measures with multiple indicators. It addresses the question: If the measure is valid, do the various indicators operate in consistent manner? It requires a definition with clearly specified conceptual boundaries. In order to evaluate construct validity, we consider both theory and the measuring instrument being used. This is assessed through convergent validity and discriminant validity.
Question # 11 of 20 (Start time: 12:44:32 AM) Total Marks: 1
Bias is defined as;
Select correct option:
The distortion of responses based on gender, ethnicity, race, or language
A lack of validity
A lack of reliability
A poor interpretation of a student's score

Refrence:
http://webcache.googleusercontent.com/search?q=cache:ta5NQo1lQNoJ:www.ebbp.org/course_outlines/systematic_review/+Bias+is+defined+as%3B +Select+co
Question # 10 of 20 (Start time: 12:43:12 AM) Total Marks: 1
In frequency tables total of columns and rows are called:
Select correct option:

Body of table
Cell of table
Area of table
Marginal

Refrence:
Entries in the "Total" row and "Total" column are called **marginal frequencies** or the **marginal distribution**. Entries in the body of the table are called **joint frequencies**. http://webcache.googleusercontent.com/search?q=cache:HRiiVopjCqUJ:stattrek.com/AP-Statistics-1/Association.aspx%3FTutorial%3DAP+In+frequency+tables+

Question # 9 of 20 (Start time: 12:42:16 AM) Total Marks: 1
What type of the interview that is in which questions are already prepared?

Select correct option:
Telephonic interview
Personal interview
Unstructured interview
Structured interview

Refrence:
Structured **interviews** are built around an **already prepared interview** schedule.
http://www.cemca.org/books/chap10.htm
Question # 8 of 20 (Start time: 12:41:51 AM) Total Marks: 1
All of these are characteristics of scientific methods of research except, it is;
Select correct option:
Cumulative
Deterministic
Unethical chapter#2
Rationalism
Refrence:
characteristics of scientific methods of research
Empirical
Verifiabl
Cumulative
Deterministi
Ethical and Ideological Neutrality
Statistical Generalizatio
Rationalis
Question # 7 of 20 (Start time: 12:41:27 AM) Total Marks: 1
Which of the following is NOT an unethical issue?
Select correct option:
Invoicing irregularities
Avoiding legal liability
Misrepresenting results
Seek approval for research
Question # 6 of 20 (Start time: 12:40:44 AM) Total Marks: 1
Which of the following is not something a researcher will have to consider when thinking about their sample size?
Select correct option:

Time and cost.
Non-response.
Length of questionnaire.
Heterogeneity of population.

Refrence:

In general bigger is better when considering sample size however all researchers

need to be aware of the limitations of their resources.

Question # 5 of 20 (Start time: 12:40:20 AM) Total Marks: 1

A _____ scale only assigns numbers to objects to classify the objects according to the characteristic of interest.

Select correct option:

Ratio

Nominal

Interval

Dichotomous

Refrence:

Nominal scale

A scale whose numbers serve only as labels or tags for identifying and classifying objects with a strict one-to-one correspondence between the numbers and the objects.

Common examples include student registration numbers at their college or university and numbers assigned to football players or jockeys in a horse race. In marketing research, nominal scales are used for identifying respondents, brands, attributes, banks and other objects.

http://www.salilchaudhary.co.cc/

Question # 4 of 20 (Start time: 12:39:33 AM) Total Marks: 1

The logic of qualitative data analysis is described as:

Select correct option:

Objective

Subjective

Inductive

Deductive

Question # 3 of 20 (Start time: 12:39:05 AM) Total Marks: 1

Which of the following is the best hypothesis statement to address the research question, "What impact will the new advertising campaign have on use of Brand B?"

Select correct option:

The new advertising campaign will impact Brand B usage.

The new advertising campaign will increase Brand B trial.

The new advertising campaign will cause increased Brand B usage at the expense of Brand C.

The new advertising campaign will increase Brand B's market penetration.

Question # 2 of 20 (Start time: 12:38:43 AM) Total Marks: 1

Detailed and unambiguous instructions are particularly important for:

Select correct option:

Computer-assisted telephone surveys
Mail surveys
Computer-assisted personal interviews
Internet surveys

Question # 1 of 20 (Start time: 12:37:47 AM) Total Marks: 1
Which of the following terms best describes data that were originally collected at an earlier time by a different person for a different purpose?
Select correct option:

Primary data
Secondary data
Experimental data
Field notes

Refrence:

http://books.google.com.pk/books?id=b2ujHWrRpVQC&pg=PA212&lpg=PA212&dq=terms+best+describes+data+that+were+originally+collected+at+an+earlier+

Why might qualitative researchers regard interviewing an attractive alternative to participant observation?

a) It is easier to accommodate into the researchers personal life.
b) It gives a better insight into the day to day functioning of the research site.
c) It is a considerably less time-consuming process.
d) It reduces the problem of reactivity.
Refrence:
Conducting interviews tends to require less of a sustained absence from work and/or family life than a traditional ethnography. One important point to make though is that due to transcription and analysis it is not necessarily less time consuming.

Question 02

Which of the following is a quality associated with qualitative interviewing as opposed to quantitative interviewing?

a) Replicability.
b) Generalizability.
c) Flexibility.
d) Sustainability.

Refrence:

Flexibility is important in a qualitative interview because it allows for the researcher to explore issue that emerge during the actual interview.

Question 03

What is the difference between the types of answers that qualitative and quantitative interviews look to generate?

a) Qualitative interviews aim to generate one word answers, whereas quantitative interviews aim to generate in-depth responses.
b) Qualitative interviews aim to generate answers relating to any unspecified topic, whereas quantitative interviews aim to generate answers about one issue.
c) Qualitative interviews aim to generate detailed answers to certain questions, whereas quantitative interviews aim to generate shorter, more easily codifiable responses.
d) Qualitative interviews aim to generate predictable responses, whereas quantitative interviews aim to generate less predictable answers.

Refrence:

One of the fundamental differences between the two overall types of interview is the amount of detail that they seek within an interview situation.

Question 04

Which of the following researchers is conducting a semi-structured interview?

a) The researcher who has a schedule of fifty questions that they need answered by the participant.
b) The researcher who has planned only one question in advance.
c) The researcher who does not wish to use a tape recorder.
d) The researcher who has a guide which states some specific topics to be covered.

Refrence:

During a semi-structured interview the interviewee will have a great deal of leeway as to how they wish to reply, although the interviewer will have a guide about topics that they wish to cover.

Question 05

Which of the following is **not** a specific challenge facing business researchers who wish to conduct qualitative interviews?

a) Scheduling time with a senior manager.
b) Managers unwillingness to allow subordinates to leave productive activity.
c) The scarcity of potential research sites.

d) Maintaining confidentiality and anonymity at all stages of the research project.

Refrence:

There is a obviously a significant number of organisations for business researchers to choose from when planning a research project, however the other challenges identified may need to be overcome for the research to be successful.

Question 06

According to Kvale (1996) a successful interviewer is being sensitive when they:

a) relate what is said to what has been said.
b) listen attentively to what is said and how it is said.
c) give a purpose for the interview and rounding it off.
d) respond to what is important to interviewee.

Refrence:

Being sensitive is important because it will allow the interviewer to assess which issues are of particular importance to the interviewee.

Question 07

Why should a business researcher record and transcribe interviews?

a) It allows a more thorough examination of what the interviewee has said.
b) It allows the researcher to demonstrate their technical proficiency.
c) The response of participants can be more readily shared with senior management.
d) It overcomes all possible ethical considerations.

Refrence:

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.

Question 08

A practical tip for transcribing interviews is to:

a) get the respondent to do it.
b) transcribe only those sections of an interview that are important.

c) invest in the latest voice recognition software.
d) all of the above.

There is little point in transcribing information that is unlikely to be relevant to the research, and so transcribing only those parts that are useful can reduce time significantly.

Question 09

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

a) What role to adopt when interviewing male managers?
b) How many female employees should be interviewed for a representative sample?
c) How to overcome the issue of false consciousness?
d) What data to use when publishing findings?

Refrence:

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 10

Why does qualitative interviewing have an advantage over participant observation when it comes to longitudinal research?

a) Repeat interviews are easier to organise.
b) It allows for a better exploration of key issues.
c) It is a more focused research method.
d) Participant observers are prone to 'go native' during longitudinal research.

Refrence:

Re-visiting research sites for follow up interviews is likely to be easier than arranging a series of subsequent observations.

Research Method STA630
Quiz from 1 to 45 lectures
Solved and composed by
Binish Awais

According to Empiricism, which of the following is the ultimate source of all our concepts and knowledge?

1. Select correct option:

Perceptions
Theory

Sensory experience
Logics and arguments

Refrence:

Empiricists claim that sense experience is the ultimate source of all our concepts and knowledge http://books.google.com.pk/books?id=KshOpHq0fI0C&pg=PA24&dq=is+the+ultimate+source+of+all+our+concepts+and+knowledge&hl=en&ei=uoXcTcyzKIPssgbnn8ztDg&sa=X&oi=book_result&ct=result&resnum=3&ved=0CDMQ6AEwAg

The organization of concepts in sequence from the most concrete and individual to the most general indicates is:

2. Select correct option:

One that bears no relation to the underlying concept.
An abstract, theoretical definition of a concept.
The degree of abstraction
An operational definition

Refrence:

The organization of concepts in sequence from the most concrete and individual to the mostgeneral indicates the degree of abstraction.

http://webcache.googleusercontent.com/search?q=cache:OxfB1R_6awsJ:free-books-online.org/mathematics/business-mathematics-statistics/research-methods-busi

The facts that should be collected to measure a variable, depend upon the

3. Select correct option:

Conceptual understanding
Dictionary meaning
Operational definition
All of the above

Refrence:

http://webcache.googleusercontent.com/search?q=cache:OGr213sk9VAJ:www.slideshare.net/kuldeepatibs/measurement-scale-presentation+The+facts+that+should

Which of the following is not a concept?

4. Select correct option:

Leadership
Total Quality Management
Human Resource Management
IQ

Refrence:

Leadership.
Total Quality Management.
Human Resource Management these three are concepts so its 4rth.

Which one of the following is not an assumption of science?

5. Select correct option:

There are reoccurring patterns in the world.
Events happen because of preceding causes.
We can discover solutions to problems of interest.

Theoretical explanations must agree with common sense.

Refrence:

http://webcache.googleusercontent.com/search?q=cache:1M3rl-DXigUJ:math.about.com/library/weekly/aa123001a.htm+.We+can+discover+solutions+to

What research is?

6. Select correct option:

A lab experiment
A report
A systematic Enquiry
A procedure

Refrence:

Research is a Systematic Form of Inquiry http://www.google.com.pk/url?sa=t&source=web&cd=9&ved=0CFEQFjAI&url=http%3A%2F%2Fwww.scribd.com%2Fdoc%2F43832961%2FAction-Research-is-a-Systematic-Form-of-Inquiry-That-is-Collective&ei=D8HcTZ6QJ9K1hAfGi7m4Dw&usg=AFQjCNHSy2jyPkxKgOWkGBmcY1nDz3zQlw

The independent variable is;

7. Select correct option:

The variable manipulated in order to observe its effects
The variable that is measured
The free spirited variable
A confounding variable

Which of the following steps of the scientific method is exemplified by the researcher reviewing the literature and focusing on a specific problem that has yet to be resolved?

8. Select correct option:

Identify a topic.
Describe the procedures to collect information.
Analyze the collected information.
State the results of the data analysis.

Refrence:

http://webcache.googleusercontent.com/search?q=cache:jA9HMNvwBhcJ:shafiqurrehman1.livejournal.com/1890.html+Identify+a+topic+steps+of+the+scientific+

To explain, predict, and/or control phenomena are the goal of----------

9. Select correct option:

Tradition
Inductive logic
Deductive logic
The scientific method

A variable is:

10. Select correct option:

Any characteristic of interest that can take on more than one value
Defined as the groups manipulated in experimental research

The complete set of scores we use in statistical analysis
Completely specified only in observational research

When we say that science is parsimonious, we mean that:

11. Select correct option:

Scientific theories are based on laws.
We must be careful because causes can occur after specific effects.
The best scientific theories are those that offer the simplest explanations for a law.
Science accurately describes a wide range of behavior.

If a researcher is studying the effect of using laptops in his classroom to ascertain their merit and worth, he is likely conducting which type of research?

12. Select correct option:

Basic
Applied
Evaluation
Experimental

To say that a theory is falsifiable is to say that;

13. Select correct option:

It is based on results that are not replicable.
Investigators have replaced it with a simpler or more accurate theory.
We can imagine results that would contradict it.
It is so vague that it fits any and all possible results.

The following journal article would be an example of _____ research; "The benefits of florescent lighting on production in a factory setting."

14. Select correct option:

Applied
Interview
Basic
Stupid

Which of the following is not a function of clearly identified research questions?

15. Select correct option:

They guide your literature search.
They keep you focused throughout the data collection period.
They make the scope of your research as wide as possible.
They are linked together to help you construct a coherent argument.

Which of the following statements is false?

16. Select correct option:

Discrete variables allow measurement of an infinite number of fractions of units 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.

In the statement 'an examination of the effects of discretionary behaviour on employee performance' employee performance is the:

17. Select correct option:

Independent variable

Dependent variable
Extraneous variable
Causal variable

Which of the following is most beneficial to read in an article?

18. Select correct option:

Methods
Introduction
Figures
References

A concept is a generalized idea about------ .

19. Select correct option:

A class of objects
Attributes
Occurrences
All of the given options

Which of the following statements is true?

20. Select correct option:

All concepts are variables and all variables are concepts
All variables are concepts but all concepts are not variable
All concepts are variable but all variables are not concepts
None of the above

Hypothesis refers to _____:

21. Select correct option:

The outcome of an experiment
A conclusion drawn from an experiment
A form of bias in which the subject tries to outguess the experimenter
A tentative statement about the relationship

A one tailed hypothesis predicts----------

22. Select correct option:

The future
The lottery result
The frequency of the effect
The direction of the effect

Which of the following is the best hypothesis statement to address the research question, "What impact will the new advertising campaign have on use of Brand B?"

23. Select correct option:

The new advertising campaign will impact Brand B usage.
The new advertising campaign will increase Brand B trial.
The new advertising campaign will cause increased Brand B usage at the expense of Brand C.
The new advertising campaign will increase Brand B's market penetration.

The scientific method is preferred over other ways of knowing because it is more;

24. Select correct option:

Reliable

Systematic
Accurate
All of the given options

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 type of research?

25. Select correct option:

Basic
Applied
Evaluation
Grounded theory

Qualitative and Quantitative Research are the classifications of research on the basis of

26. Select correct option:

Use of the research
Time dimension
Techniques used
Purpose of the research

Under which of the following research method is not applicable?

27. Select correct option:

Health care
Business
Government offices
Imaginary worlds

Which one of the following creates problems of measurements of a concept?

28. Select correct option:

Unambiguous meanings
Vague meanings
Clear meanings
Dictionary meanings

Which of the following is a concept?

29. Select correct option:

Leadership.
Total Quality Management.
Human Resource Management.
All of the given options

Why, as scientists, do we not want to rely on authority for explanations?

30. Select correct option:

Those in authority are often wrong.
Those in authority cannot be challenged.
Those in authority rely too much on objective information.
Those in authority often have no common sense.

The _____ is only useful if the concepts, ideas, questions, etc. to be investigated are both testable and falsifiable.

31. Select correct option:

Independent Variable

Dependent Variable
Experimental Method
Scientific Method

An operational definition is:
32. Select correct option:
One that bears no relation to the underlying concept.
An abstract, theoretical definition of a concept.
A definition of a concept in terms of specific, empirical measures.
One that refers to opera singers and their work.

_____ meanings attached to a concept create problems of measurements.
33. Select correct option:
Unambiguous
Vague
Clear
Dictionary

Why do you need to review the existing literature?
34. Select correct option:
To give your dissertation a proper academic appearance, with lots of references
Because without it, you could never reach the required word-count
To find out what is already known about your area of interest
To help in your general studying

Quantitative researcher's preoccupation with generalization is an attempt to:
35. Select correct option:
Develop the law like findings of the natural sciences.
Boost their chances of publication.
Enhance the internal validity of their research.
Demonstrate the complex techniques of statistical analysis.

Which of the following is not a feature of theoretical framework?
36. Select correct option:
Making an inventory of variables
Specify the direction of relationship
Presenting findings
Making an inventory of propositions

Which of the following is a discrete variable?
37. Select correct option:
Age
Nationality
Test score
Income

In _____ we collect same type of information from different respondents in different times.
38. Select correct option:
Cohort study
Time series Research

Panel study
Case studies

Which of the following is the least appropriate research problem?

39. Select correct option:

Does studying Latin improve the standardized vocabulary test scores of seventh grade students?
Do drilling fifth grade students with multiplication facts improve their standardized test scores?
What is the relationship between students' math attitudes and math achievement?
Should students have access to controversial novels in school?

Null hypothesis states:

40. Select correct option:

Absence of relationship
Existence of relationship
The direction of relationship
Casual relationship

Basic and Applied Research are the classifications of research on the basis of:

41. Select correct option:

Use of the research
Time dimension
Techniques used
Purpose of the research

What is a cross-sectional research?

42. Select correct option:

A study of one particular section of society
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 conducted when environment is uncertain

What is the variable called that a researcher manipulates in an experiment?

43. Select correct option:

Dependent variable
Independent variable
Extraneous variable
None of the given options

Which of the following is Not a part of research design?

44. Select correct option:

Data collection technique
Tool of data collection
Objectives of the study
Data processing and analysis

Which one of the following tasks is NOT accomplished by theoretical framework?

45. Select correct option:

Elaborate the relationship among the variables
Explain the logic underlying the relationship between the variables.
Describe the nature, and direction of the relationships among the variables.
Relates the previous studies.

The elaboration of the variables in the theoretical framework addresses which type of qestions?

46. Select correct option:

Why we expect certain relationships to exist
How we expect certain relationships to exist
Both of the given questions
None of the given questions

What is the first step in the research process?

47. Select correct option:

Preliminary data collection
Problem definition
Theoretical framework
Define broad problem area

Which of the following is an example of value-free research?

48. Select correct option:

Conscious favor
Sympathy for the loser
Unstructured interviewing
None of the given options

Ms. Roshi has been coordinating the Annual Festival at her school for the last several years. She wants to be sure the students and parents enjoy the festival again this year. On which source is she LEAST likely to rely when making decisions about what to do?

49. Select correct option:

Tradition
Personal experience
Research
Expert opinion

Which of the following is NOT a legitimate research problem as stated?

50. Select correct option:

What is the relationship between the number of books children read and their reading scores?
Should competitive games be banned from elementary schools?
What does it mean to be a special needs child "included" in Ms. Amara's fourth grade class?
What are the major legal principles applied to educational cases decided by the Supreme Court?

What is the basis of the Scientific Method?

51. Select correct option:

To test hypotheses in conditions that are condusive 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 hypotheses and if they are disproved, they should be abandoned completely.

What is the final step of a scientific investigation?

52. Select correct option:

Analyze data
Collect data
Report the findings

Determine whether the hypothesis was supported

Which of the following is NOT a characteristic of a good research topic?

53. Select correct option:

It is ethical.
It can be investigated through the collection and analysis of data.
It focuses on a philosophical or ethical issue.
It is theoretically or practically significant.

A literature review requires;

54. Select correct option:

planning
clear writing
good writing
All of the given option

A Literature review that summarizes what is known at a point in time is known as:

55. Select correct option:

Narrative literature review
Systematic literature review
Integrative review
Historical review

The following journal article would be an example of _____ research; "The benefits of florescent lighting on production in a factory setting."

56. Select correct option:

Applied
Interview
Basic
Stupid

The study of research methods provides you with the knowledge and skills you need

57. Select correct option:

To solve the problem
To improve the decision-making process
To understand the research of others
All of the given options

Which of the following true about the relationship between theory building and data collection?

58. Select correct option:

When studies come out as expected, inductive support for the theory is gained.
If an experiment fails, discarding the experiment is an example of affirming the consequent.
When a hypothesis is not supported, virtually nothing has been learned about the theory.
A good theory will be inclusive enough to explain every possible research outcome.

The operational definition is also known as

59. Select correct option:

Working definition
Nominal definition
Conceptual definition
Dictionary definition

A theory is a coherent set of _____ used as principles of explanations of the apparent relationship of certain observed phenomena.

60. Select correct option:

Disciplines
Propositions
Empirical Realities
None of the given options

Which of the following is included in research proposal?

61. Select correct option:

Data analysis
Results
Literature review
Conclusions section

Research questions are crucial because they will:

62. Select correct option:

Guide your decisions about what data to collect and from where.
Help you decide which research area interests you.
Ensure that your findings have external validity.
Prevent you from thinking about research strategies.

The application of the scientific method to the study of business problems is called;

63. Select correct option:

Inductive reasoning
Deductive reasoning
Business research
Grounded theory

What is a relationship between the literature survey and the theoretical framework?

64. Select correct option:

Provides a solid foundation for developing the latter
Literature survey helps in the identification of the relevant variables
The theoretical framework explains the theory underlying these relations
All of the gven options

According to scientific method, which of the following is Not an empirical reality?

65. Select correct option:

Emotions
God's reward for good deeds
Satisfaction
None of the given options

After a researcher has stated the specific problem to be studied in an experiment, he must then develop a(n):

66. Select correct option:

Theory
Conclusion
Hypothesis
Summary of the data

"The extensive use of chocolate causes pimples". The given hypothesis is a (an):

67. Select correct option:

Descriptive hypothesis
Explanatory hypothesis
Non-Directional hypothesis
Co-relational hypothesis

The purpose of a literature review is to:

68. Select correct option:

Help you find out what is already known about this area.
Identify any inconsistencies or gaps in the literature.
Demonstrate an awareness of the theoretical context in which the current study can be located.
Find what is already known, identify gaps demonstrate awareness.

Theoretical framework is trying to develop a _____ model of our study.

69. Select correct option:

Functional
Conceptual
Operational
Practical

Descriptive and Explanatory Research are the classifications of research on the basis of:

70. Select correct option:

Use of the research
Time dimension
Techniques used
Purpose of the research

"High productivity is positively associated with Job commitment". The given hypothesis is a (an):

71. Select correct option:

Descriptive hypothesis
Explanatory hypothesis
Non-Directional hypothesis
Co-relational hypothesis

Which of following statement is true?

72. Select correct option:

Theory and Research are dichotomous
Theory and Research are interrelated
There is no difference between Theory and Research
None of the given statements is true

What type of process research is?

73. Select correct option:

A process to discover the truth
A process to invent the machines
A process to make new medicines
A process to create theories

The most critical areas of an article to read is;

74. Select correct option:

Results section
Introduction
Abstract
Limitations

Which of the following is the BEST hypothesis?

75. Select correct option:

Students taking formative quizzes will perform better on chapter exams 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.

Rationalism is the application of:

76. Select correct option:

Research solution
Logic and arguments
Reasoning
Previous findings

Before a researcher specified the relationship among variables, he must have a (an):

77. Select correct option:

Inventory of variables
Inventory of propositions
Arrangement of propositions
Schematic diagram

A good qualitative problem statement:

78. Select correct option:

Defines the independent and dependent variables
Conveys a sense of emerging design
Specifies a research hypothesis to be tested
Specifies the relationship between variables that the researcher expects to find.

The term “Extrapolation” is better explained by the statement:

79. Select correct option:

Facts lead to the rejection of theory
Identification of the gap in knowledge
Theory predicts facts
None of the given options

Which of the following can Not be a part of preliminary data collection?

80. Select correct option:

Review of literature
Focus group discussion
Making research question
Seek out the informants

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?

81. Select correct option:

Integrative reviews
Theoretical reviews
Self-study reviews
Historical reviews

The most difficult sources to locate are;

82. Select correct option:

Dissertations
Policy Reports and Presented Papers
Government Documents
Scholarly Books

Preliminary Data Collection may be considered as part of ----------.

83. Select correct option:

Descriptive research
Explananory research
Exploratory research
All of the given options

In _____ definition, a concept is explained in terms of other concepts.

84. Select correct option:

Operational definition
Working definition
Theoretical definition
None of the given options

"What impact will the new advertising campaign have on use of Brand B?"

85. Select correct option:

The new advertising campaign will impact Brand B usage.
The new advertising campaign will increase Brand B trial.
The new advertising campaign will cause increased Brand B usage at the expense of Brand C.
The new advertising campaign will increase Brand B's market penetration.

What is the reason for consulting handbooks, yearbooks, encyclopedias, or reviews in the initial stages of identifying a research topic?

86. Select correct option:

They are readily available.
They provide an overview of the issues related to a topic.
They are primary sources.
They avoid reporting statistical data so one can interpret the results more easily.

Which of the following should not be a consideration in writing a proposal?

87. Select correct option:

Understanding the problem situation
The appearance/form of the proposal
Responding to every element exactly as specified by the client
Knowing as much as possible about the proposal recipients

Refrence:

http://facstaff.gpc.edu/~ebrown/infobr3.htm

Which of the following is Not included in the Introduction section of a Research proposal?

88. Select correct option:

Background of the study

Objectives

Sampling technique

Significance

Refrence:

http://books.google.com.pk/books?id=VCy7mMfr9eYC&pg=PA472&dq=Sampling+technique++is+Not+included+in+the+Introduction+section+of+a+Researc

Hypothesis refers to _____:

89. Select correct option:

The outcome of an experiment

A conclusion drawn from an experiment

A form of bias in which the subject tries to outguess the experimenter

A tentative statement about the relationship

Refrence:

http://books.google.com.pk/books?id=2cPZAAAAMAAJ&q=Hypothesis+refers+to+A+form+of+bias+in+which+the+subject+tries+to+outguess+the+experimenter&dq=Hypothesis+refers+to+A+form+of+bias+in+which+the+subject+tries+to+outguess+the+experimenter&hl=en&ei=ZcjcTbjoPMjVsga52bHcDg&sa=X&oi=book_result&ct=result&resnum=1&ved=0CCkQ6AEwAA

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

90. Select correct option:

Full names of the authors

Titles

Volumes

Price

All of the following are true about theories, except;

91. Select correct option:

They organize and summarize existing knowledge about a topic.

They are tentative until the facts prove them true.

They provide possible explanations for the phenomenon under study.

They lead to testable hypotheses through the process of deduction.

Refrence:

http://books.google.com.pk/books?id=H_maTpp9WO0C&pg=PA56&dq=theories+are+tentative+until+the+facts+prove+them+true&hl=en&ei=CwDcTayZHc7ysga7243QDg&sa=X&oi=book_result&ct=result&resnum=1&ved=0CCkQ6AEwAA

"Skepticism" is a norm of science. It is better explained by which of the following statement?

92. Select correct option:

Combining the previous knowledge

Critical reading of the previous researches

Providing the proper references of qouted text
Locating research reports in libraries

Refrence:

http://www.google.com.pk/url?sa=t&source=web&cd=10&ved=0CFoQFjAJ&url=http%3A%2F%2Fhome.business.utah.edu%2Factdp%2FAcctg%25207000%2FInstrument.doc&ei=O__bTen-NsuDhQeWlom-Dw&usg=AFQjCNH6wnq60dO493Kh7TUQlPDQ3Yoh6Q

Which of the following provides a solid basis foundation for the theoretical framework?

93. Select correct option:

Survey
Literature Review
Experiment
Referencing

Refrence:

There is a relationship between the literature survey and the theoretical framework whereby the former provides a solid foundation for developing the latter.

1. Endeavors to explain, predict, and/or control phenomena are the goal of

a) tradition.
b) inductive logic.
c) deductive logic.
d) the scientific method.

2. Ms. Casillas has been coordinating the Halloween Festival at her school for the last several years. She wants to be sure the students and parents enjoy the festival again this year. On which source is she LEAST likely to rely when making decisions about what to do?

a) Tradition
b) Personal experience
c) Research
d) Expert opinion

3. Ms. Turner is thinking about changing her instructional approach to a more mastery-learning orientation. She is interested in knowing more about this topic as well as its effectiveness when working with elementary school students. On which source should she rely for such information?

a) Tradition
b) Research

c) Intuition
d) Personal experience

4. The scientific method is preferred over other ways of knowing because it is more

a) reliable.
b) systematic.
c) accurate.
d) all of these.

5. The application of the scientific method to the study of educational problems is called

a) inductive reasoning.
b) deductive reasoning.
c) educational research.
d) grounded theor

6. Which of the following statements characterizes educational research?
a) It furthers our understanding of educational issues, questions, or problems.
b) It raises new topics for study.
c) It provides information that can improve teaching and learning.
d) All of these.
7. Which of the following steps of the scientific method is exemplified by the researcher reviewing the literature and focusing on a specific problem that has yet to be resolved?
a) Identify a topic.
b) Describe the procedures to collect information.
c) Analyze the collected information.
d) State the results of the data analysis.
8. If a researcher (1) identified a topic and a specific educational problem related to it, (2) carefully described the ways by which data was collected and analyzed, and (3) wrote a report reflecting on this work and its contribution to what is known about the topic, her work can BEST be described as

a) educational research.
b) quantitative research.
c) qualitative research.
d) evaluation.

9. Which of the following is a limitation of educational research?
a) Research cannot answer value-based problems.
b) Researchers have ethical and legal responsibilities that can constrain their work.
c) It is difficult to fully describe the depth of participants' perspectives given the complexity of human behavior.
d) All of these.

10. What is the reason for consulting handbooks, yearbooks, encyclopedias, or reviews in the initial stages of identifying a research topic?
a) They are readily available.
b) They provide an overview of the issues related to a topic.
c) They are primary sources.
d) They avoid reporting statistical data so one can interpret the results more easily.

11. Which of the following is NOT a characteristic of a good research topic?
a) It is ethical.
b) It can be investigated through the collection and analysis of data.
c) It focuses on a philosophical or ethical issue.
d) It is theoretically or practically significant.

12. Which of the following is NOT a legitimate research problem as stated?
a) What is the relationship between the number of books children read and their reading scores?
b) Should competitive games be banned from elementary schools?
c) What does it mean to be a special needs child "included" in Ms. Pierre's fourth grade class?
d) What are the major legal principles applied to educational cases decided by the U.S. Supreme Court?

13. Which of the following is the least appropriate research problem?
a) Does studying Latin improve the standardized vocabulary test scores of seventh grade students?
b) Does drilling fifth grade students with multiplication facts improve their standardized test scores?
c) What is the relationship between students' math attitudes and math achievement?
d) Should students have access to controversial novels in school?

Question # 1
The following journal article would be an example of _____ research; "The benefits of florescent lighting on production in a factory setting."
Select correct option:
Applied
Interview
Basic
Stupid

Question # 2
Which of the following is a concept?Select correct option:
Leadership.
Total Quality Management.
Human Resource Management.
All of the given options
Question # 3
After you locate a source, you should write down all details of the reference, except;
Select correct option:
Full names of the authors
Titles
Volumes
Price

Question # 4
The scientific method is preferred over other ways of knowing because it is more;
Select correct option:
Reliable
Systematic
Accurate
All of the given options
Question # 5
Quantitative researcher's preoccupation with generalization is an attempt to:
Select correct option:
Develop the law like findings of the natural sciences.
Boost their chances of publication.
Enhance the internal validity of their research.
Demonstrate the complex techniques of statistical analysis.
Question # 6
What is the basis of the Scientific Method?
Select correct option:
To test hypotheses in conditions that are condusive 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.
Question # 8
Which of the following is the best hypothesis statement to address the research question,
"What impact will the new advertising campaign have on use of Brand B?"
Select correct option:
The new advertising campaign will impact Brand B usage.
The new advertising campaign will increase Brand B trial.
The new advertising campaign will cause increased Brand B usage at the expense of Brand C.
The new advertising campaign will increase Brand B's market penetration.
Question # 9
Which one of the following is not an assumption of science?
Select correct option:

There are reoccurring patterns in the world.
Events happen because of preceding causes.
We can discover solutions to problems of interest.
Theoretical explanations must agree with common sense.

Question # 10
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?
Select correct option:
Integrative reviews
Theoretical reviews
Self-study reviews
Historical reviews

Refrence:

Reference & Explanation:Page # 26, Lecture # 08
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
building the reviewer's self confidence.

Question # 11
A literature review requires;
Select correct option:
planning
clear writing
good writing
All of the given option

Refrence:

Reference & Explanation:
Page # 29, Lecture # 9
A literature review requires planning and good, clear writing, which requires lot of rewriting.
Keep your purposes in mind when you write, and communicate clearly and effectively.
Question # 12
The facts that should be collected to measure a variable, depend upon the
Select correct option:
Conceptual understanding
Dictionary meaning
Operational definition
All of the above
Question # 13
Which of the following is the BEST hypothesis?
Select correct option:
Students taking formative quizzes will perform better on chapter exams 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.

Refrence:

Explanation:
The second alternative meets the four criteria; all other alternatives do not.
Question # 14What is an hypothesis?
Select correct option:
A prediction of a relationship between certain variables.
An experiment that tests certain predictions.
An independent variable.
A dependent variable.

Refrence:

Reference:
http://www.uk.sagepub.com/breakwell/downloads/mcq/mcq_04/mcq_04.htm
Question # 15
An operational definition is:
Select correct option:
One that bears no relation to the underlying concept.
An abstract, theoretical definition of a concept.
A definition of a concept in terms of specific, empirical measures.
One that refers to opera singers and their work.

Refrence:

Reference & Explanation:
Page # 18, Lecture # 5
Operational definition is also called a working definition stated in terms of specific testing or
measurement criteria. The concepts must have empirical referents (i.e. we must be able to count,
measure, or in some other way gather thee information through our senses).
Question # 16
What research is?
Select correct option:
A lab experiment
A report
A systematic Enquiry
A procedure

Refrence:

Reference & Explanation:
http://wps.prenhall.com/chet_leedy_practical_8/0,9599,1569572-,00.htmlResearch is the systematic process of collecting and analyzing information to increase our

understanding of the phenomenon under study. It is the function of the researcher to contribute to
the understanding of the phenomenon and to communicate that understanding to others. This
chapter explains what research is and what it is not. Eight characteristics of research are presented. The process of research as a helical cycle is discussed.

Question # 17

If a researcher is studying the effect of using laptops in his classroom to ascertain their merit and worth, he is likely conducting which type of research?

Select correct option:

Basic

Applied

Evaluation

Experimental

Question # 18

In the statement 'an examination of the effects of discretionary behaviour on employee performance' employee performance is the:

Select correct option:

Independent variable

Dependent variable

Extraneous variable

Causal variable

Refrence:

Explanation:

The dependent variable is the variable that we are looking to explain, hence in this case it is
employee performance. Discretionary behaviour is the independent variable which is to be
manipulated so as to assess its causal relationship with employee behaviour.

Question # 19

The most difficult sources to locate are;

Select correct option:

Dissertations

Policy Reports and Presented Papers

Government Documents

Scholarly Books

Refrence:

Reference & Explanation:

Page # 28, Lecture # 9

Policy Reports and Presented Papers. The most difficult sources to locate are policy reports
and
presented papers. They are listed in some bibliographies of published studies; some are listed in the
abstracts or indexes.

Question # 20

A concept is a generalized idea about---- .
Select correct option:
A class of objects
Attributes
Occurrences
All of the given options

Refrence:

Reference & Explanation:
Page # 16, Lecture # 5
A concept is a generalized idea about a class of objects, attributes, occurrences, or processes that
has been given a name. In other words a concept is an idea expressed as a symbol or in words.

Question # 21
What is the reason for consulting handbooks, yearbooks, encyclopedias, or reviews in the
initial stages of identifying a research topic?
Select correct option:
They are readily available.
They provide an overview of the issues related to a topic.
They are primary sources. They avoid reporting statistical data so one can interpret the results more easily.

Refrence:

Explanation:
The sources mentioned in this question are all secondary sources, and secondary sources provide
overviews of the topics being investigated.

Question # 22
What is opposite of a variable?
Select correct option:
A constant
An extraneous variable
A dependent variable
A data set

Question # 23
Qualitative and Quantitative Research are the classifications of research on the basis of
Select correct option:
Use of the research
Time dimension
Techniques used
Purpose of the research

Refrence:

Reference & explanation:
Page # 46, lecture # 15
One difference between the two styles involves timing.

Question # 24
The organization of concepts in sequence from the most concrete and individual to the most general indicates is:
Select correct option:
One that bears no relation to the underlying concept.
An abstract, theoretical definition of a concept.The degree of abstraction
An operational definition

Refrence:

Reference & Explanation:
Page # 16, Lecture # 05
The organization of concepts in sequence from the most concrete and individual to the most
general indicates the degree of abstraction.

Question # 25
The most critical areas of an article to read is;
Select correct option:
Results section
Introduction
Abstract
Limitations

Question # 26
_____ meanings attached to a concept create problems of measurements.
Select correct option:
Unambiguous
Vague
Clear
Dictionary

Refrence:

Reference & Explanation:
Page # 17, Lecture # 05
Vague meanings attached to a concept create problems of measurement.

Question # 27
Rationalism is the application of:
Select correct option:
Research solution
Logic and arguments
Reasoning
Previous findings

Refrence:

Reference & Explanation:
http://books.google.com/books?id=875TTxildJ0C&pg=PA232&lpg=PA232&dq=%22Rationalism+is+the+application+of%22&source=bl&ots=W9vyQpV_ie&sig=ionJi1mPwBa-XYwE-

iKjwoKtqII&hl=en&ei=cMTZS6TLCtOxrAfD5q2jDw&sa=X&oi=book_result&ct=result&resnu
m=2&ved=0CA8Q6AEwAQ#v=onepage&q=%22Rationalism%20is%20the%20application
%20of%22&f=false
Question # 28
Why do you need to review the existing literature?
Select correct option:
To give your dissertation a proper academic appearance, with lots of references
Because without it, you could never reach the required word-count
To find out what is already known about your area of interest
To help in your general studying
Question # 29
The application of the scientific method to the study of business problems is called;
Select correct option:
Inductive reasoning
Deductive reasoning
Business research
Grounded theory
Question # 30
An operational definition is:
Select correct option:
One that bears no relation to the underlying concept.
An abstract, theoretical definition of a concept.
A definition of a concept in terms of specific, empirical measures.
One that refers to opera singers and their work.
Question # 31
Which one of the following creates problems of measurements of a concept?
Select correct option:
Unambiguous meanings
Vague meanings
Clear meanings
Dictionary meanings
Reference & Explanation:
Page # 17, Lecture # 05
Vague meanings attached to a concept create problems of measurement.
Question # 32
Which of the following is a discrete variable?
Select correct option:
Age
Nationality
Test score
Income

Refrence:

Explanation:
A discrete variable is one that cannot take on all values within the limits of the variable.
For

example, responses to a five-point rating scale can only take on the values 1, 2, 3, 4, and 5. The
variable cannot have the value 1.7. A variable such as a person's height can take on any value.
Variables that can take on any value and therefore are not discrete are called continuous.
Question # 33
Which of the following is a discrete variable?
Select correct option:
height
age
miles per gallon
number of children

Refrence:

Explanation:
A discrete variable is one that cannot take on all values within the limits of the variable. For
example, responses to a five-point rating scale can only take on the values 1, 2, 3, 4, and 5. The
variable cannot have the value 1.7. A variable such as a person's height can take on any value.
Variables that can take on any value and therefore are not discrete are called continuous.

Question # 34According to Empiricism, which of the following is the ultimate source of all our concepts
and knowledge?
Select correct option:
Perceptions
Theory
Sensory experience
Logics and arguments

Refrence:

Reference & Explanation:
http://plato.stanford.edu/entries/rationalism-empiricism/
The dispute between rationalism and empiricism concerns the extent to which we are dependent
upon sense experience in our effort to gain knowledge. Rationalists claim that there are significant ways in which our concepts and knowledge are gained independently of sense
experience. Empiricists claim that sense experience is the ultimate source of all our concepts and
knowledge.
Question # 35
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 type of research?

Select correct option:
Basic
Applied
Evaluation
Grounded theory

Refrence:

Explanation:
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 # 36
Under which of the following research method is not applicable?
Select correct option:
Health care
Business
Government offices
Imaginary worlds

Question # 37
Which of the following statements is false?
Select correct option:
Discrete variables allow measurement of an infinite number of fractions of units 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.

Refrence:

Reference & Explanation:
http://www.uk.sagepub.com/breakwell/downloads/mcq/mcq_03/mcq_03.htm
Page # 19, Lecture 06
Any variable that has a limited number of distinct values and which cannot be divided into fractions, is a discontinuous variable. Such a variable is also called as categorical variable or classificatory variable, or discrete variable. Some variables have only two values, reflecting the presence or absence of a property: employed-unemployed or male-female have two values. These variables are referred to as dichotomous. There are others that can take added categories such as the demographic variables of race, religion. All such variables that produce data that fit into categories are said to be discrete/categorical/classificatory, since only certain values are possible.

An automotive variable, for example, where “Chevrolet” is assigned a 5 and “Honda” is assigned
a 6, provides no option for a 5.5 (i.e. the values cannot be divided into fractions).
Question # 38
To explain, predict, and/or control phenomena are the goal of----------
Select correct option:
Tradition
Inductive logic
Deductive logic
The scientific method
Question # 39
Which of the following is most beneficial to read in an article?
Select correct option:
MethodsIntroduction
Figures
References

Question # 40
Which of the following is not a function of clearly identified research questions?
Select correct option:
They guide your literature search.
They keep you focused throughout the data collection period.
They make the scope of your research as wide as possible.
They are linked together to help you construct a coherent argument.

Refrence:

Reference & Explanation:
http://www.oup.com/uk/orc/bin/9780199284986/01student/cqs/ch03/?view=Standard
It is important to formulate some clear research questions from the outset of your project, because
completely open-ended research can lead to the collection of too much data and a lack of focus
for the analysis. If you decide on some fairly specific research questions before designing your
project, it will help to guide your literature search, data collection and analysis, as well as form a
coherent argument throughout your dissertation

Question # 1 of 15 (Start time: 01:09:24 AM) Total Marks: 1
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 type of research?
Select correct option:
Basic
Applied
Evaluation
Grounded theory

Question # 2 of 15 (Start time: 01:10:00 AM) Total Marks: 1
If a measure is consistent over multiple occasions, it has:
Select correct option:

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

Question # 3 of 15 (Start time: 01:11:32 AM) Total Marks: 1
Why do you need to review the existing literature?
Select correct option:

To give your dissertation a proper academic appearance, with lots of references
Because without it, you could never reach the required word-count
To find out what is already known about your area of interest
To help in your general studying

Question # 4 of 15 (Start time: 01:12:12 AM) Total Marks: 1
All of the following are true about theories, except;
Select correct option:

They organize and summarize existing knowledge about a topic.
They are tentative until the facts prove them true.
They provide possible explanations for the phenomenon under study
They lead to testable hypotheses through the process of deduction.

Question # 5 of 15 (Start time: 01:13:02 AM) Total Marks: 1
Quantitative social researchers rarely claim to have established causality because:
Select correct option:

They are more concerned with publishing the results of their reliability tests.
They do not believe that this is an appropriate goal to be striving for.
They keep forgetting which of the variables they have manipulated.
They tend to use cross-sectional designs, which produce only correlations.

Question # 6 of 15 (Start time: 01:14:12 AM) Total Marks: 1
"Skepticism" is a norm of science. It is better explained by which of the following statement?
Select correct option:

Combining the previous knowledge
Critical reading of the previous researches
Providing the proper references of qouted text
Locating research reports in libraries

Question # 7 of 15 (Start time: 01:15:12 AM) Total Marks: 1
Which of the following provides a solid basis foundation for the theoretical framework?
Select correct option:

Survey
Literature Review
Experiment
Referencing

Question # 8 of 15 (Start time: 01:15:54 AM) Total Marks: 1
----------surveys are more impersonal than face-to-face interviews.
Select correct option:

Mail
Recorded Interview
Focus group
Telephone

Question # 9 of 15 (Start time: 01:17:01 AM) Total Marks: 1
Which of the following is not a feature of theoretical framework?
Select correct option:

Making an inventory of variables
Specify the direction of relationship
Presenting findings
Making an inventory of propositions

Question # 10 of 15 (Start time: 01:17:40 AM) Total Marks: 1
In _____ definition, a concept is explained in terms of other concepts.
Select correct option:

Operational definition
Working definition
Theoretical definition
None of the given options

Question # 11 of 15 (Start time: 01:18:29 AM) Total Marks: 1
To explain, predict, and/or control phenomena are the goal of----------
Select correct option:

Tradition
Inductive logic
Deductive logic
The scientific method

Question # 12 of 15 (Start time: 01:19:08 AM) Total Marks: 1
Which of the following is NOT a characteristic of a good research topic?
Select correct option:

It is ethical.
It can be investigated through the collection and analysis of data.
It focuses on a philosophical or ethical issue.
It is theoretically or practically significant.

Question # 13 of 15 (Start time: 01:19:47 AM) Total Marks: 1
Which of the following is a concept?
Select correct option:

Leadership.
Total Quality Management.
Human Resource Management.
All of the given options

Question # 14 of 15 (Start time: 01:20:14 AM) Total Marks: 1
The most critical areas of an article to read is;
Select correct option:

Results section
Introduction
Abstract
Limitations

Question # 15 of 15 (Start time: 01:20:58 AM) Total Marks: 1
Quantitative researcher's preoccupation with generalization is an attempt to:
Select correct option:

Develop the law like findings of the natural sciences.

Boost their chances of publication.
Enhance the internal validity of their research.
Demonstrate the complex techniques of statistical analysis.

Question # 1 of 15 (Start time: 10:01:12 PM) Total Marks: 1
Which of the following can Not be a part of preliminary data collection?
Select correct option:
Review of literature
Focus group discussion
Making research question
Seek out the informants

Question # 2 of 15 (Start time: 10:02:02 PM) Total Marks: 1
Which of the following is included in research proposal?
Select correct option:
Data analysis
Results
Literature review
Conclusions section

Question # 3 of 15 (Start time: 10:02:43 PM) Total Marks: 1
Mr. Haris is interested in studying the shared beliefs and practices of the teachers in a small rural school. He is likely to use which research design?
Select correct option:
Action research
Historical research
Ethnography
Grounded theory

Question # 5 of 15 (Start time: 10:04:41 PM) Total Marks: 1
Which of the following is NOT a legitimate research problem as stated?
Select correct option:
What is the relationship between the number of books children read and their reading scores?
Should competitive games be banned from elementary schools?
What does it mean to be a special needs child "included" in Ms. Amara's fourth grade class?
What are the major legal principles applied to educational cases decided by the Supreme Court?

Question # 6 of 15 (Start time: 10:05:06 PM) Total Marks: 1
A _____ scale only assigns numbers to objects to classify the objects according to the characteristic of interest.
Select correct option:
Ratio
Nominal
Interval
Dichotomous

Question # 7 of 15 (Start time: 10:06:19 PM) Total Marks: 1
Which of the following is an example of value-free research?
Select correct option:
Conscious favor
Sympathy for the loser

Unstructured interviewing
None of the given options

Question # 8 of 15 (Start time: 10:07:46 PM) Total Marks: 1
The small scale trial run of a particular item is called _____.
Select correct option:
Test run
Pilot test
Post hoc test
t-test

Question # 9 of 15 (Start time: 10:08:11 PM) Total Marks: 1
Which of the following is an example of an issue that would be checked in a pilot testing?
Select correct option:
Completion of all questions on a questionnaire
Legible writing
Single responses to all multiple choice questions
Logical answers between questions (i.e., attributes should be rated high if purchase interest is high)

Question # 10 of 15 (Start time: 10:08:42 PM) Total Marks: 1
In _____ definition, a concept is explained in terms of other concepts.
Select correct option:
Operational definition
Working definition
Theoretical definition
None of the given options

Question # 11 of 15 (Start time: 10:09:09 PM) Total Marks: 1
The facts that should be collected to measure a variable, depend upon the
Select correct option:
Conceptual understanding
Dictionary meaning
Operational definition
All of the above

Question # 12 of 15 (Start time: 10:09:35 PM) Total Marks: 1
Which of the following is NOT a longitudinal study?
Select correct option:
Trend study
Census study
Panel study
Cohort study

Question # 13 of 15 (Start time: 10:10:04 PM) Total Marks: 1
Which of the following is Not a source of Literature review?
Select correct option:
Scholarly journals
Experiment
Dissertations
Bibliographical indexes

Question # 14 of 15 (Start time: 10:10:53 PM) Total Marks: 1
What is a cross-sectional research?
Select correct option:
A study of one particular section of society

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 conducted when environment is uncertain

Question # 15 of 15 (Start time: 10:11:16 PM) Total Marks: 1
Which of the following is the least appropriate research problem?
Select correct option:
Does studying Latin improve the standardized vocabulary test scores of seventh grade students?
Does drilling fifth grade students with multiplication facts improve their standardized test scores?
What is the relationship between students' math attitudes and math achievement?
Should students have access to controversial novels in school?

Question # 2 of 20 (Start time: 11:54:31 AM) Total Marks: 1
Which of the following is most beneficial to read in an article?
Select correct option:
Methods
Introduction
Figures
References
Question # 3 of 20 (Start time: 11:55:57 AM) Total Marks: 1
Which of the following questions might invade the privacy of a research participant?
Select correct option:
How long have you worked for this organisation?
What is your home address?
What do you think about your direct line manager?
What happened during your last performance appraisal?
Question # 4 of 20 (Start time: 11:57:03 AM) Total Marks: 1
Bias is defined as;
Select correct option:
The distortion of responses based on gender, ethnicity, race, or language
A lack of validity
A lack of reliability
A poor interpretation of a student's score
Question # 5 of 20 (Start time: 11:58:11 AM) Total Marks: 1
Research may differ along a series of dimensions. Which of the following may be applied to
this statement?
Select correct option:
The type of data collected. The data-collection technique.
The level of manipulation used to elicit data collection.
All of the given options
Question # 6 of 20 (Start time: 11:58:56 AM) Total Marks: 1
If an interview is conducted with a respondent who does not meet the qualifications for a study, what kind of bias has occurred?
Select correct option:
Respondent bias
Position bias
Non-response bias
Instrument bias
Question # 7 of 20 (Start time: 11:59:53 AM) Total Marks: 1

----------surveys are more impersonal than face-to-face interviews.
Select correct option:
Mail
Recorded Interview
Focus group
Telephone
Question # 8 of 20 (Start time: 12:00:37 PM) Total Marks: 1
A researcher is interested in nonverbal behavior among young adults. The researcher goes
to public gathering places in town and observes smiles, gestures, gaze, and touch. This is an
example of;
Select correct option:
Blind observation
Quasi-experimentation
Naturalistic observation
Field experimentation
Question # 9 of 20 (Start time: 12:01:33 PM) Total Marks: 1
Which of the table is based on cross-tabulation and the cases are organized in the table on
the basis of two variables at the same time?
Select correct option:
Bivariate Tables
Frequency Distribution Table
SPSS Table
MINITAB TableQuestion # 10 of 20 (Start time: 12:02:45 PM) Total Marks: 1
Quantitative data is?
Select correct option:
Expressed in numerical form
Concerned with how things are expressed
Big data
Small data
Question # 11 of 20 (Start time: 12:03:44 PM) Total Marks: 1
12. Which of the following true about the relationship between theory building and data collection?
Select correct option:
When studies come out as expected, inductive support for the theory is gained.
If an experiment fails, discarding the experiment is an example of affirming the consequent.
When a hypothesis is not supported, virtually nothing has been learned about the theory.
A good theory will be inclusive enough to explain every possible research outcome.
Question # 12 of 20 (Start time: 12:04:51 PM) Total Marks: 1
Which of the following is NOT a characteristic of a good research topic?
Select correct option:
It is ethical.
It can be investigated through the collection and analysis of data.
It focuses on a philosophical or ethical issue.
It is theoretically or practically significant
Question # 13 of 20 (Start time: 12:05:58 PM) Total Marks: 1
Easiest way to describe the numerical data of one variable is with a:

Select correct option:
Cumulative percentage distribution table.
Bar charts.
Pie chart.
Frequency distribution.
Question # 14 of 20 (Start time: 12:07:05 PM) Total Marks: 1
Which of the following is an example of an issue that would be checked in a pilot testing?
Select correct option:
Completion of all questions on a questionnaire
Legible writing
Single responses to all multiple choice questions
Logical answers between questions (i.e., attributes should be rated high if purchase interest is
high)
Question # 15 of 20 (Start time: 12:07:47 PM) Total Marks: 1
Which of the following is a research method that allows a researcher to get information about a
large number of subjects relatively inexpensively and easily?
Select correct option:
Naturalistic observation
Case study
Laboratory observation
Survey
Question # 16 of 20 (Start time: 12:08:29 PM) Total Marks: 1
Rationalism is the application of:
Select correct option:
Research solution
Logic and arguments
Reasoning
Previous findings
Question # 17 of 20 (Start time: 12:09:22 PM) Total Marks: 1
In which of the following nonrandom sampling techniques does the researcher ask the research
participants to identify other potential research participants?
Select correct option:
Snowball
Convenience
Purposive
Quota

Question # 18 of 20 (Start time: 12:10:16 PM) Total Marks: 1
Which of the following is an example of a dilemma that might face feminist business researchers
conducting qualitative interviews with women?
Select correct option:
What role to adopt when 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 when publishing findings?
Question # 19 of 20 (Start time: 12:11:21 PM) Total Marks: 1

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?
Select correct option:
Integrative reviews
Theoretical reviews
Self-study reviews
Historical reviews
Question # 20 of 20 (Start time: 12:12:38 PM) Total Marks: 1
Which of the following is not an unethical issue?
Select correct option:
Invoicing irregularities
Avoiding legal liability
Misrepresenting results
None of the given options
Question # 1 of 20 (Start time: 12:17:26 PM) Total Marks: 1
An indicator of reliability based on the correlations of each item in a measure with every other
item is called:
Select correct option:
Test-retest reliability
Cronbach's alpha
Split-half reliability
Inter item ratio
Question # 2 of 20 (Start time: 12:18:37 PM) Total Marks: 1
To say that a theory is falsifiable is to say that;
Select correct option:
It is based on results that are not replicable.
Investigators have replaced it with a simpler or more accurate theory.
We can imagine results that would contradict it.
It is so vague that it fits any and all possible results.Question # 3 of 20 (Start time: 12:19:29 PM) Total Marks: 1
Which measure of dispersion is easiest to calculate? Standard deviation?
Select correct option:
Mean
Range
Median
Mode
Question # 4 of 20 (Start time: 12:20:17 PM) Total Marks: 1
What is a cross-sectional research?
Select correct option:
A study of one particular section of society
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 conducted when environment is uncertain
Question # 5 of 20 (Start time: 12:21:02 PM) Total Marks: 1
“High productivity is positively associated with Job commitment”. The given hypothesis is a
(an):
Select correct option:
Descriptive hypothesis

Explanatory hypothesis
Non-Directional hypothesis
Co-relational hypothesis
Question # 6 of 20 (Start time: 12:21:55 PM) Total Marks: 1
Historians organize evidence usually in which of the following form?
Select correct option:
Comparative form
Critical form
Logical form
Narrative form
Question # 7 of 20 (Start time: 12:22:44 PM) Total Marks: 1
----------surveys are more impersonal than face-to-face interviews.
Select correct option:
Mail
Recorded Interview Focus group
Telephone
Question # 8 of 20 (Start time: 12:23:09 PM) Total Marks: 1
Basic and Applied Research are the classifications of research on the basis of:
Select correct option:
Use of the research
Time dimension
Techniques used
Purpose of the research
Question # 9 of 20 (Start time: 12:23:49 PM) Total Marks: 1
Which type of questions should be first in a questionnaire or interview?
Select correct option:
Questions about demographics such as age and gender
Questions about attitudes and behaviors
Most easy question
Difficult questions
Question # 10 of 20 (Start time: 12:24:28 PM) Total Marks: 1
Which of the following is true?
Select correct option:
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
Question # 11 of 20 (Start time: 12:25:20 PM) Total Marks: 1
Which of the following provides insight into the complexity of using interviews?
Select correct option:
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
Question # 12 of 20 (Start time: 12:26:15 PM) Total Marks: 1
Which one of these is not a way of measuring central tendency?
Select correct option:
Mean
Median Mode
Regression analysis
Question # 13 of 20 (Start time: 12:26:50 PM) Total Marks: 1

Which of the following is the best hypothesis statement to address the research question, "What
impact will the new advertising campaign have on use of Brand B?"
Select correct option:
The new advertising campaign will impact Brand B usage.
The new advertising campaign will increase Brand B trial.
The new advertising campaign will cause increased Brand B usage at the expense of Brand C.
The new advertising campaign will increase Brand B's market penetration.
Question # 14 of 20 (Start time: 12:27:48 PM) Total Marks: 1
The _____ is only useful if the concepts, ideas, questions, etc. to be investigated are both
testable and falsifiable.
Select correct option:
Independent Variable
Dependent Variable
Experimental Method
Scientific Method
Question # 15 of 20 (Start time: 12:28:41 PM) Total Marks: 1
The term “Extrapolation” is better explained by the statement:
Select correct option:
Facts lead to the rejection of theory
Identification of the gap in knowledge
Theory predicts facts
None of the given options
Question # 16 of 20 (Start time: 12:29:13 PM) Total Marks: 1
Measurement reliability refers to the:
Select correct option:
Accuracy of the scores
Consistency of the scores
Dependency of the scores
Comprehensiveness of the scores
Question # 17 of 20 (Start time: 12:29:59 PM) Total Marks: 1
Cover letter must include the following information, except:
Select correct option:
How was the respondent selected?
Data collecting tools
Motivation for the respondent Importance of research topic which is going to be conducted
Question # 18 of 20 (Start time: 12:30:39 PM) Total Marks: 1
In which of the following nonrandom sampling techniques does the researcher ask the research
participants to identify other potential research participants?
Select correct option:
Snowball
Convenience
Purposive
Quota
Question # 19 of 20 (Start time: 12:31:21 PM) Total Marks: 1
Which of the following is an example of deception in business research?
Select correct option:

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.
Question # 20 of 20 (Start time: 12:32:15 PM) Total Marks: 1
Researchers read percentaged tables to make:
Select correct option:
Differences
Relationships
Comparison
None of the above
Question # 1 of 20 (Start time: 12:43:34 PM) Total Marks: 1
Which of the following steps of the scientific method is exemplified by the researcher reviewing
the literature and focusing on a specific problem that has yet to be resolved?
Select correct option:
Identify a topic.
Describe the procedures to collect information.
Analyze the collected information.
State the results of the data analysis.
Question # 2 of 20 (Start time: 12:44:23 PM) Total Marks: 1
Null hypothesis states:
Select correct option:
Absence of relationship
Existence of relationship The direction of relationship
Casual relationship
Question # 3 of 20 (Start time: 12:45:53 PM) Total Marks: 1
Cover letter must include the following information, except:
Select correct option:
How was the respondent selected?
Data collecting tools
Motivation for the respondent
Importance of research topic which is going to be conducted
Question # 4 of 20 (Start time: 12:47:06 PM) Total Marks: 1
Conditions favoring the use of a sample over a census include a:
Select correct option:
Long time frame
Small budget
High cost of sampling errors
Low cost of non-sampling errors
Question # 5 of 20 (Start time: 12:48:12 PM) Total Marks: 1
All the persons involved in the collection of data and supervision of data collection process are
called;
Select correct option:
Fieldworkers
Researchers
Research assistants
None of the given options
Question # 6 of 20 (Start time: 12:48:54 PM) Total Marks: 1
Which of the following describes the nature of qualitative data interpretation?

Select correct option:
Reflection
Integrative
Explanatory
Reflection, integrity, explanation
Question # 7 of 20 (Start time: 12:49:44 PM) Total Marks: 1
Which of the following group that does not receive the experimental treatment condition?
Select correct option:
Experimental group
Control group
Treatment group
Independent group
Question # 8 of 20 (Start time: 12:50:32 PM) Total Marks: 1
What is an hypothesis?
Select correct option:
A prediction of a relationship between certain variables.
An experiment that tests certain predictions.
An independent variable.
A dependent variable.
Question # 9 of 20 (Start time: 12:51:04 PM) Total Marks: 1
A Literature review that summarizes what is known at a point in time is known as:
Select correct option:
Narrative literature review
Systematic literature review
Integrative review
Historical review
Question # 10 of 20 (Start time: 12:51:41 PM) Total Marks: 1
In _____ we collect same type of information from different respondents in different
times.
Select correct option:
Cohort study
Time series Research
Panel study
Case studies
Question # 11 of 20 (Start time: 12:52:21 PM) Total Marks: 1
Which of the following provides a solid basis foundation for the theoretical framework?
Select correct option:
Survey
Literature Review
Experiment Referencing
Question # 12 of 20 (Start time: 12:52:55 PM) Total Marks: 1
Which one of the following is not an assumption of science?
Select correct option:
There are reoccurring patterns in the world.
Events happen because of preceding causes.
We can discover solutions to problems of interest.
Theoretical explanations must agree with common sense.
Question # 13 of 20 (Start time: 12:53:45 PM) Total Marks: 1
When does random assignment occur?
Select correct option:

When subjects have an equal chance to be assigned to any condition and/or group in a study
When a subject can choose its group and study
When a subject cannot choose its group and study
None of the given options
Question # 14 of 20 (Start time: 12:54:40 PM) Total Marks: 1
A measure has high internal consistency reliability when:
Select correct option:
Multiple observers make the same ratings using the measure.
Participants score at the high end of the scale every time they complete the measure.
Multiple observers obtain the same score every time they use the measure.
Each of the items correlates with other items on the measure.
Question # 15 of 20 (Start time: 12:55:26 PM) Total Marks: 1
The most difficult sources to locate are;
Select correct option:
Dissertations
Policy Reports and Presented Papers
Government Documents
Scholarly Books
Question # 16 of 20 (Start time: 12:56:06 PM) Total Marks: 1
A variable is:
Select correct option:
Any characteristic of interest that can take on more than one value
Defined as the groups manipulated in experimental research
The complete set of scores we use in statistical analysis
Completely specified only in observational research
Question # 17 of 20 (Start time: 12:56:55 PM) Total Marks: 1
Which of the following can be referred as semantic analysis?
Select correct option:
Latent Coding
Accretion
Count Behaviors
Intensity
Question # 18 of 20 (Start time: 12:57:32 PM) Total Marks: 1
Research may differ along a series of dimensions. Which of the following may be applied to this
statement?
Select correct option:
The type of data collected.
The data-collection technique.
The level of manipulation used to elicit data collection.
All of the given options
Question # 19 of 20 (Start time: 12:58:09 PM) Total Marks: 1
_____ meanings attached to a concept create problems of measurements.
Select correct option:
Unambiguous
Vague
Clear
Dictionary
Question # 20 of 20 (Start time: 12:58:51 PM) Total Marks: 1

Ms. Laiba has decided to use the test at the end of the textbook to measure the achievement levels
of the students in her study. Which of the following BEST describes the chapter test?
Select correct option:
Definition
Construct
Variable
Operationalized variable
The researcher protects the confidentiality in following ways, Except;
Select correct option:
Obtaining signed nondisclosure documents.
Restricting access to data instruments where the respondent is identified.
Disclosure of data subsets.
Restricting access to respondent identification.
A _____ scale only assigns numbers to objects to classify the objects according to the
characteristic of interest.
Select correct option: Ratio
Nominal
Interval
Dichotomous
A study that involves no researcher intervention is called _____.
Select correct option:
An experimental study
An observational study
A quasi-experimental study
A non involvement study
When a variable is so closely associated with the independent variable that we do not know
which one is producing the experimental effect, the variable is:
Select correct option:
Manipulated
Confounded
Unspecified
Uncontrolled
Which of the following is not example of historical comparative research?
Select correct option:
Social Forms
Turnover
Civil Wars
Economic Forms
Graphical presentation of data lays more emphasis on:
Select correct option:
Visual representations.
Graphical techniques.
Summary statistics.
Both A& B
Which of the following is more operational with the help of coding system?
Select correct option:
External Appearance
Count Behaviors

Time Duration
Content analysis
Question # 1 of 20 (Start time: 01:11:07 PM) Total Marks: 1
Which of the following is the least obtrusive and most accurate method for recording data in an
interview?
Select correct option:
Note taking
Videotaping
Audiotaping
Writing notes after the interview
Question # 2 of 20 (Start time: 01:11:45 PM) Total Marks: 1
Which of the following would NOT NECESSARILY be an assigned variable?
Select correct option:
Self-concept
Participation in extracurricular activities
Attitude toward school
Father's level of education
Question # 4 of 20 (Start time: 01:13:28 PM) Total Marks: 1
The logic of qualitative data analysis is described as:
Select correct option:
Objective
Subjective
Inductive
Deductive
Question # 5 of 20 (Start time: 01:14:12 PM) Total Marks: 1
Which of the following is included in research proposal?
Select correct option:
Data analysis
Results
Literature review
Conclusions section
Question # 6 of 20 (Start time: 01:14:42 PM) Total Marks: 1
Which of the following statements is false?
Select correct option:
Discrete variables allow measurement of an infinite number of fractions of units 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.
Question # 7 of 20 (Start time: 01:15:20 PM) Total Marks: 1
In _____ definition, a concept is explained in terms of other concepts.
Select correct option: Operational definition
Working definition
Theoretical definition
None of the given options
Question # 8 of 20 (Start time: 01:15:56 PM) Total Marks: 1
Easiest way to describe the numerical data of one variable is with a:
Select correct option:
Cumulative percentage distribution table.
Bar charts.

Pie chart.
Frequency distribution.
Question # 9 of 20 (Start time: 01:16:27 PM) Total Marks: 1
Which of the following is not a feature of theoretical framework?
Select correct option:
Making an inventory of variables
Specify the direction of relationship
Presenting findings
Making an inventory of propositions
Question # 10 of 20 (Start time: 01:17:00 PM) Total Marks: 1
In which of the following sampling methods People are available such as volunteer or can be
easily recruited?
Select correct option:
Simple random sampling
Cluster sampling
Systematic sampling
Convenience sampling
Question # 11 of 20 (Start time: 01:17:35 PM) Total Marks: 1
What research is?
Select correct option:
A lab experiment
A report
A systematic Enquiry
A procedure
Question # 12 of 20 (Start time: 01:18:14 PM) Total Marks: 1
Which of the following is NOT a major method of data collection?
Select correct option: Questionnaires
Focus groups
Correlation method
Secondary data
Question # 13 of 20 (Start time: 01:18:54 PM) Total Marks: 1
Which of the following provides insight into the complexity of using interviews?
Select correct option:
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
Question # 14 of 20 (Start time: 01:19:43 PM) Total Marks: 1
Which of the following is a measure of inflation?
Select correct option:
Scale
Consumer price index
Weighting
Unidimensionality
Question # 15 of 20 (Start time: 01:20:18 PM) Total Marks: 1
A good qualitative problem statement:
Select correct option:
Defines the independent and dependent variables
Conveys a sense of emerging design
Specifies a research hypothesis to be tested

Specifies the relationship between variables that the researcher expects to find.
Question # 16 of 20 (Start time: 01:20:53 PM) Total Marks: 1
Which is most likely to yield qualitative data?
Select correct option:
Mail survey
Focus group
Telephone interview
None of the given options
Question # 17 of 20 (Start time: 01:21:30 PM) Total Marks: 1
Null hypothesis states:
Select correct option:
Absence of relationship
Existence of relationship
The direction of relationship
Casual relationship
Question # 18 of 20 (Start time: 01:21:59 PM) Total Marks: 1
_____ is a measure of association tested for its genuineness by controlling the third
variable.
Select correct option:
Trivariate tables.
Multiple regressions.
Statistical control.
None of the above.
Question # 19 of 20 (Start time: 01:22:32 PM) Total Marks: 1
What does it mean if two variables have a positive correlation?
Select correct option:
As one variable increases, so does the other
As one variable increases, the other decreases
The correlation between the two variables is 0
The correlation between the two variables is greater than 1.0
Question # 20 of 20 (Start time: 01:23:12 PM) Total Marks: 1
Which of the following group that does not receive the experimental treatment condition?
Select correct option:
Experimental group
Control group
Treatment group
Independent group

Quiz Start Time: 11:00 PM
Time Left 90
sec(s)
Question # 1 of 20 (Start time: 11:00:15 PM) Total Marks: 1
Why do you need to review the existing literature?
Select correct option:

To give your dissertation a proper academic appearance, with lots of references
Because without it, you could never reach the required word-count
To find out what is already known about your area of interest

To help in your general studying

Quiz Start Time: 11:00 PM
Time Left 86
sec(s)
Question # 2 of 20 (Start time: 11:00:48 PM) Total Marks: 1
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?
Select correct option:

Observer effect
Participant effect
Non participant bias
Observer bias

Quiz Start Time: 11:00 PM
Time Left 88
sec(s)
Question # 3 of 20 (Start time: 11:01:26 PM) Total Marks: 1
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 type of research?
Select correct option:

Basic
Applied
Evaluation
Grounded theory

Quiz Start Time: 11:00 PM
Time Left 89
sec(s)
Question # 4 of 20 (Start time: 11:02:01 PM) Total Marks: 1
Statistics are used by researchers to:
Select correct option:

Analyze the empirical data collected in a study
Make their findings sound better
Operationally define their variables
Ensure the study comes out the way it was intended
Quiz Start Time: 11:00 PM
Time Left 89
sec(s)
Question # 5 of 20 (Start time: 11:02:31 PM) Total Marks: 1
Which of the following is not a feature of theoretical framework?
Select correct option:

Making an inventory of variables

Specify the direction of relationship
Presenting findings
Making an inventory of propositions

Quiz Start Time: 11:00 PM
Time Left 88
sec(s)
Question # 6 of 20 (Start time: 11:03:03 PM) Total Marks: 1
Why might qualitative researchers regard interviewing an attractive alternative to participant observation?

Select correct option:
It is easier to accommodate into the researchers personal life
It reduces the problem of reactivity
It is a considerably less time-consuming process
It gives a better insight into the day to day functioning of the research site

Quiz Start Time: 11:00 PM
Time Left 89
sec(s)
Question # 7 of 20 (Start time: 11:03:41 PM) Total Marks: 1
Which of the following refers to Ecological validity?
Select correct option:

The participants to who results generalize
The instruments used to measure the independent and dependent variables
The internal validity of a study
The context to which results generalize
Quiz Start Time: 11:00 PM
Time Left 89
sec(s)
Question # 8 of 20 (Start time: 11:04:13 PM) Total Marks: 1
The application of the scientific method to the study of business problems is called;
Select correct option:

Inductive reasoning
Deductive reasoning
Business research
Grounded theory

Quiz Start Time: 11:00 PM
Time Left 89

sec(s)
Question # 9 of 20 (Start time: 11:04:53 PM) Total Marks: 1
Quantitative researcher's preoccupation with generalization is an attempt to:
Select correct option:

Develop the law like findings of the natural sciences.
Boost their chances of publication.
Enhance the internal validity of their research.
Demonstrate the complex techniques of statistical analysis.

Quiz Start Time: 11:00 PM
Time Left 89
sec(s)
Question # 10 of 20 (Start time: 11:05:20 PM) Total Marks: 1
Which of the following issues should NOT be mentioned in an introductory statement?
Select correct option:

The information will be kept confidential
What the findings of the research are?
Who is funding the research?
Why the respondent has been chosen?

Quiz Start Time: 11:00 PM
Time Left 89
sec(s)
Question # 11 of 20 (Start time: 11:05:49 PM) Total Marks: 1
A Literature review that summarizes what is known at a point in time is known as:
Select correct option:

Narrative literature review
Systematic literature review
Integrative review
Historical review
Quiz Start Time: 11:00 PM
Time Left 89
sec(s)
Question # 12 of 20 (Start time: 11:06:17 PM) Total Marks: 1
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?
Select correct option:

Integrative reviews
Theoretical reviews
Self-study reviews
Historical reviews
Quiz Start Time: 11:00 PM
Time Left 88
sec(s)

Question # 13 of 20 (Start time: 11:07:08 PM) Total Marks: 1
Which of the following is least likely to occur as an ethical problem with e-research?
Select correct option:

People are not likely to be able to stop once they have begun participating.
Informed consent cannot be completely monitored.
Debriefing could be avoided.
Privacy could be invaded.

Quiz Start Time: 11:00 PM
Time Left 89
sec(s)
Question # 14 of 20 (Start time: 11:07:36 PM) Total Marks: 1
What research is?
Select correct option:

A lab experiment
A report
A systematic Enquiry
A procedure
Quiz Start Time: 11:00 PM
Time Left 89
sec(s)
Question # 15 of 20 (Start time: 11:08:08 PM) Total Marks: 1
A telephone company is interested in obtaining customers' reactions to a new service package. Which of the following primary research methods would be most effective in reaching this audience to obtain their feedback?
Select correct option:

An Internet survey
Telephone interviews
A mail survey
Focus groups
Quiz Start Time: 11:00 PM
Time Left 88
sec(s)
Question # 16 of 20 (Start time: 11:08:45 PM) Total Marks: 1
Measurement reliability refers to the:
Select correct option:

Accuracy of the scores
Consistency of the scores
Dependency of the scores
Comprehensiveness of the scores

Quiz Start Time: 11:00 PM
Time Left 68
sec(s)
Question # 17 of 20 (Start time: 11:09:16 PM) Total Marks: 1

The number of people who complete a survey in relation to the number of people contacted to participate is called the:
Select correct option:

Response set
Response rate
Response bias
Respondents

Quiz Start Time: 11:00 PM
Time Left 88
sec(s)
Question # 18 of 20 (Start time: 11:10:13 PM) Total Marks: 1
What is the variable called, in an experiment, which is manipulated by the researcher?
Select correct option:

Stimulus
Control
Dependent
Independent

Quiz Start Time: 11:00 PM
Time Left 89
sec(s)
Question # 19 of 20 (Start time: 11:10:47 PM) Total Marks: 1
The most difficult sources to locate are;
Select correct option:

Dissertations
Policy Reports and Presented Papers
Government Documents
Scholarly Books

Quiz Start Time: 11:00 PM
Time Left 88
sec(s)
Question # 20 of 20 (Start time: 11:11:23 PM) Total Marks: 1
On which component of his field notes was Mr. M focused when he expressed in his notes his thoughts and ideas about what he observed?
Select correct option:

sReflection
Protocol
Formal data
Analysis

The scientific method is preferred over other ways of knowing because it is more;

Select correct option:
Reliable
Systematic
Accurate
All of the given options

A variable is:
Select correct option:
Any characteristic of interest that can take on more than one value
Defined as the groups manipulated in experimental research
The complete set of scores we use in statistical analysis
Completely specified only in observational research

Which of the following is not a proper way to write a literature review?
Select correct option:
Organize common findings or arguments together.
List down a series of research reports with a summary of the findings of each not confirmed
Logically link statements or findings,
Address the most important ideas first.

The organization of concepts in sequence from the most concrete and individual to the most general indicates is:
Select correct option:
One that bears no relation to the underlying concept.
An abstract, theoretical definition of a concept.
The degree of abstraction
An operational definition

Which of the following is NOT a purpose of a literature review?
Select correct option:
Helps you find out what is already known about this area.
Helps you in getting response from the respondents
Helps you in developing theoretical framework.
Helps you to learn from others and stimulate new ideas.

The facts that should be collected to measure a variable, depend upon the
Select correct option:
Conceptual understanding
Dictionary meaning
Operational definition
All of the above

What is a relationship between the literature survey and the theoretical framework?
Select correct option:

Literature survey provides a solid foundation for developing the theoretical framework.
Literature survey helps in the identification of the relevant variables.
Literature survey helps in the identifying the relationship among variables.
All of the given options

In _____ definition, a concept is explained in terms of other concepts.
Select correct option:
Operational definition
Working definition
Theoretical definition
None of the given options

Research is?
Select correct option:
A lab experiment
A report
A systematic Enquiry
A survey

Which of the following is NOT a characteristic of a good research topic?
Select correct option:
It is ethical.
It can be investigated through the collection and analysis of data.
It focuses on a philosophical or ethical issue.
It is theoretically or practically significant.

What is a hypothesis?
Select correct option:
A prediction of a relationship between certain variables.
An experiment that tests certain predictions.
An independent variable.
A dependent variable.
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 type of research?
Select correct option:
Basic
Applied
Evaluation
Grounded theory

Which of the following is not a source of Literature review?
Select correct option:
Scholarly journals

Experiment
Dissertations
Bibliographical indexes

Which of the following questions might invade the privacy of a research participant?
Select correct option:
How long have you worked for this organization?
What is your home address?
What do you think about your direct line manager?
What happened during your last performance appraisal?

The purpose of a literature review is to:
Select correct option:
Help you find out what is already known about this area.
Identify any inconsistencies or gaps in the literature.
Demonstrate an awareness of the theoretical context in which the current study can be located.
All of the given options

Qualitative and Quantitative Research are the classifications of research on the basis of
Select correct option:
Use of the research
Time dimension
Techniques used
Purpose of the research

The extensive use of chocolate causes pimples". The given hypothesis is a (an):
Select correct option:
Descriptive hypothesis Explanatory hypothesis
Non-Directional hypothesis
Co-relational hypothesis

Which of the following is an example of deception in business research?
Select correct option:
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.

When doing research involving deception with human subjects, researchers have an obligation to do which of the following?
Select correct option:
Tell subjects the truth about the study's purpose and methods after the study is completed
Let subjects withdraw from the study at any time if they don't want to keep participating
Both of the given options
None of the given options

After you locate a source, you should write down all details of the reference, except;
Select correct option:
Full names of the authors
Titles
Volumes
Price

The researcher protects the confidentiality in following ways, Except;
Select correct option:
Obtaining signed nondisclosure documents.
Restricting access to data instruments where the respondent is identified.
Disclosure of data subsets.
Restricting access to respondent identification.

Apart from that deception is unethical, what is the other important disadvantage of deceiving people?
Select correct option:
It increases the response rate
It can damage the professional reputation of researcher
I can damage the anonymity of respondents
All of the given options

Why do you need to review the existing literature?
Select correct option:
To give your dissertation a proper academic appearance, with lots of references
Because without it, you could never reach the required word-count
To find out what is already known about your area of interest
To help in your general studying

All of the following are true about theories, except;
Select correct option:
They organize and summarize existing knowledge about a topic.
They are tentative until the facts prove them true.

They provide possible explanations for the phenomenon under study.
They lead to testable hypotheses through the process of deduction.

Theoretical framework is trying to develop a _____ model of our study.
Select correct option:
Functional
Conceptual
Operational
Practical

Which one of the following tasks is NOT accomplished by theoretical framework?
Select correct option:
Elaborate the relationship among the variables
Explain the logic underlying the relationship between the variables.
Describe the nature, and direction of the relationships among the variables.
Relates the previous studies.

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?
Select correct option:
Integrative reviews
Theoretical reviews
Self-study reviews
Historical reviews

To explain, predict, and/or control phenomena are the goal of----------
Select correct option:
Tradition
Inductive logic
Deductive logic
scientific methodIn

the statement 'an examination of the effects of discretionary behavior on employee performance' employee performance is the:
Select correct option:
Independent variable
Dependent variable
Extraneous variable
Causal variable

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 type of research?
Select correct option:
Basic
Applied
Evaluation
Grounded theory

If a measure is consistent over multiple occasions, it has:
Select correct option:
Inter-rater reliability
Construct validity
Internal validity
Test-retest reliability

Why do you need to review the existing literature?
Select correct option:
To give your dissertation a proper academic appearance, with lots of references
Because without it, you could never reach the required word-count
To find out what is already known about your area of interest
To help in your general studying

All of the following are true about theories, except;
Select correct option:
They organize and summarize existing knowledge about a topic.
They are tentative until the facts prove them true.
They provide possible explanations for the phenomenon under study
They lead to testable hypotheses through the process of deduction.

Quantitative social researchers rarely claim to have established causality because:
Select correct option:
They are more concerned with publishing the results of their reliability tests.
They do not believe that this is an appropriate goal to be striving for.
They keep forgetting which of the variables they have manipulated.
They tend to use cross-sectional designs, which produce only correlations.

â€œSkepticismâ€ is a norm of science. It is better explained by which of the following statement?
Select correct option:
Combining the previous knowledge
Critical reading of the previous researches
Providing the proper references of qouted text
Locating research reports in libraries

Which of the following provides a solid basis foundation for the theoretical framework?
Select correct option:
Survey
Literature Review
Experiment
Referencing

----------surveys are more impersonal than face-to-face interviews.
Select correct option:
Mail
Recorded Interview
Focus group
Telephone

Which of the following is not a feature of theoretical framework?
Select correct option:
Making an inventory of variables
Specify the direction of relationship
Presenting findings
Making an inventory of propositions

In _____ definition, a concept is explained in terms of other concepts.
Select correct option: Operational definition
Working definition
Theoretical definition
None of the given options

Which of the following is a concept?
Select correct option:
Leadership.
Total Quality Management.
Human Resource Management.
All of the given options

The most critical areas of an article to read is;
Select correct option:
Results section
Introduction
Abstract
Limitations

Quantitative researcher's preoccupation with generalization is an attempt

to:
Select correct option:
Develop the law like findings of the natural sciences.
Boost their chances of publication.
Enhance the internal validity of their research.
Demonstrate the complex techniques of statistical analysis.

Who, among the following, wrote the book "Research Methods for Business"?
► Zikmund, W.
► **Sekaran, U.**
► Dessler, G.
► Neuman, W.C.
Research Methods for Business was written by Uma **sekaran**.
Question No: 2 (Marks: 1) - Please choose one
What does an empiricist believe?
► All the knowledge that we have of life after death can be used in research.
► **Knowledge in the form of 'facts' should be gained through sensory experience.**
► Research conducted within the British Empire was biased and unreliable.
► Research should not always necessarily rely on the scientific methods.
How do we actually know the things we know? People told us some of them, we read about some of them and others we saw, or felt for ourselves. This is at the heart of empiricism - we acquire knowledge through our sensory perceptions. It follows that the empiricist approach to research is to gather information through observation of the 'real' world and let theory emerge as a kind of conclusion. We should not start out with a theory, an empiricist might say, and find facts which seem to suit. Now, although this discussion might seem a bit too philosophical for some and consequently, a bit esoteric, most social research depends on 'empirical' data. What this means is that most research studies include quite a bit of primary data gathering and are not just limited to musing about what others have said.
Question No: 3 (Marks: 1) - Please choose one
Action research usually takes place in a single school because;
► **It is designed to answer questions about improving practice in a particular setting.**
► It is difficult to secure permission to study students in multiple schools.
► Teachers do not have the necessary skills to conduct research across multiple settings.
► Data collection methods used in action research are designed for single settings.
http://webcache.googleusercontent.com/search?q=cache:S6c6Bcqktp4J:wps.prenhall.com/chet_airasian_edresearch_7/5/1490/381508.cw/index.html+Action+research+usually+tak
Question No: 4 (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.**

Action research is empirical, though the collected **data** is typically **qualitative** and interpretive.
http://webcache.googleusercontent.com/search?q=cache:MQhthA-nlfoJ:www.cis.gsu.edu/~rbaskerv/CAIS_2_19/CAIS_2_19.html+Data+are+usually+qualitative.
Question No: 5 (Marks: 1) - Please choose one
Which of the following statements is TRUE for qualitative research question?
► **It asks a question about some process, or phenomenon to be explored**.
► It is generally an open-ended question.
► It asks a question which may be open ended.
► It asks a closed ended question.
Qualitative research question — an interrogative sentence that asks a question about some process, issue, or phenomenon to be explored
http://www.southalabama.edu/coe/bset/johnson/2glossary.htm
Question No: 6 (Marks: 1) - Please choose one
Which of the following is NOT an example of quantitative variable?
► Age
► Grade point average
► Gender
► **Motivation**

examples of quantitative variables: **age**, height, weight, grade point
http://media.wiley.com/product_data/excerpt/95/04701810/0470181095-1.pdf
Question No: 7 (Marks: 1) - Please choose one
In research, something that does not "vary" is known as:
► Variable
► Method
► **Constant**
► Control group
A **constant**, as its name suggests, is something that does not vary or change (or that may not be susceptible to variation or change).
http://wikiofscience.wikidot.com/methods:constant
Question No: 8 (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

The cause variable, or the one that identifies forces or conditions that act on something else, is the independent **variable http://free-books-online.org/mathematics/business-mathematics-statistics/research-**

methods-business-mathematics-statistics/variables-and-types-of-variables/

Question No: 9 (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.

A **hypothesis** has also been**defined** as a **prediction of the results of the research**

http://books.google.com.pk/books?id=chVqAAAAMAAJ&q=A+tentative+prediction+of+the+results+of+the+research.++++best+defines+hypothesis&dq=A+tentative+prediction+of+the+results+of+the+research.++++best+defines+hypothesis&hl=en&ei=JubbTZeJGcnUsgbDrMXeDg&sa=X&oi=book_result&ct=result&resnum=6&ved=0CEUQ6AEwBQ

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

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

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

► Hypotheses are never used.

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

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

http://books.google.com.pk/books?id=aHBVNhecIPcC&pg=PA1&dq=Hypotheses+are+often+generated+as+the+data+are+collected,+interpreted,+and+analyzed.&hl=en&ei=8-bbTbyJDs7CtAaR8YTWDg&sa=X&oi=book_result&ct=result&resnum=3&ved=0CDYQ6AEwAg

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

Hypothesis test may also be called as:

► Informal test

► Moderating test

► **Significance test**

► t-test

http://books.google.com.pk/books?id=RwLiEqDU5fcC&pg=PA373&dq=Hypothesis+test+may+also+be+called+as&hl=en&ei=XufbTafZNsbVsgaRh4ncDg&sa=X&oi=book_result&ct=result&resnum=7&ved=0CEsQ6AEwBg

Question No: 12 (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

Handoutes Page No.26

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 building the reviewer's self confidence

Question No: 13 (Marks: 1) - Please choose one
Which one of the following tasks is NOT accomplished by theoretical framework?
► Elaborate the relationship among the variables
► Explain the logic underlying the relationship between the variables.
► Describe the nature, and direction of the relationships among the variables.
► **Relates the previous studies.**

Elaborates the **relationship among** the **variables**. **Explains** the **logic underlying** these**relationships**. **Describes** the **nature**, and **direction** of the **relationships**. http://free-books-online.org/mathematics/business-mathematics-statistics/research-methods-business-mathematics-statistics/theoretical-framework/

Question No: 14 (Marks: 1) - Please choose one
Which of the following strategies is useful when defining a particular research question?
► **To clearly articulate the research question, to provide operational, definitions and ensuring its testability.**
► To clearly articulate the research question, outlining the conditions in which the phenomena of interest are to be investigated.
► To provide operational definitions of the ideas or concepts involved in the research.
► Ensuring that their research question is empirically testable.
To clearly articulate the research question, outlining the conditions in which the phenomena of interest are to be investigated. To provide operational definitions of the ideas or concepts involved in the research and ensuring that their research question is empirically testable.

Question No: 15 (Marks: 1) - Please choose one
What should the business researcher be aware of when signing a confidentiality agreement?
► Any clause which limits the length of a questionnaire.
► **Any clause which allows the company to comment on findings that will be published.**
► Any clause which increases the level of access for the researcher.
► Any clause which guarantees the anonymity of research participants.
Confidentiality agreements are becoming a common part of the process of negotiating access. Researchers who are asked to sign these, before commencing their data collection, need to be wary of clauses which may cause difficulties if issues are uncovered which the company may want to play down.

Question No: 16 (Marks: 1) - Please choose one
In a study of concept learning in first-graders, all of the following should happen, except;
► **To help make the experience enjoyable, children should be given substantial incentives to participate**.
► The children should be asked if they want to participate.
► Teachers of the children in their classes should give informed consent.
► Parents must give consent.

Question No: 17 (Marks: 1) - Please choose one
Which of the following is least likely to occur as an ethical problem with electronic 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: 18 (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.
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: 19 (Marks: 1) - Please choose one
Which of the following is a characteristic of a standardized test?
► The administration of the test is controlled carefully to ensure that all examinees experience the same conditions.

► The test is developed by experts to ensure it is technically sound.
► The scores are interpreted in standard ways.
► **All of the given options**

Question No: 20 (Marks: 1) - Please choose one
Mr. Latif is measuring students' attitudes on a controversial topic. Which of the following would you recommend he use to control for the potential problem of students feeling the need to respond with socially acceptable responses?
► Ensure construct validity
► **Allow anonymous responses**
► Ensure reliability
► Ensure confidentiality

Question No: 21 (Marks: 1) - Please choose one
Which of the following scales can measure the Temperature?
► Nominal scale
► Ordinal scale
► Interval scale
► **All of the given options**

Question No: 22 (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: 23 (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

2. Ordinal Scale

An **ordinal** **scale** defines ordered relationship among the objects measured. It indicates relative size difference between objects. An **ordinal** **scale** shows whether an **object** has more or less of the attribute but **not** as to how much less or more. It shows relative position of the objects under measurement but **not**what the **magnitude** of difference is. World ranking of cricket teams, finishing order of horse race, positions of the students in the class and social class are examples of **ordinal** scales. In marketing research opinions, measurement of preferences, relative attitudes, evaluation of quality of different brands of the same product etc. are through **ordinal** scales. In **ordinal** **scale** difference of numbers indicate difference in **rank** and nothing else. The statistics commonly used in analyzing data gathered by **ordinal** **scale** is percentile, median, **rank** order correlation etc.

Question No: 24 (Marks: 1) - Please choose one
Which of the following statements is correct about validity and reliability?
► When internal validity is high, external validity is low
► When internal validity is high, there is no change in external validity
► When internal validity is high, external validity is also high
► **All of the given options**

Question No: 25 (Marks: 1) - Please choose one
When you are confident that the experimental manipulation produced the changes you measured in the dependent variable, your study probably has good _____ validity.
► Internal
► External
► **Causal**
► Construct

Question No: 26 (Marks: 1) - Please choose one
Mr. Ali has conducted an extensive review of the literature and has deductively reasoned a hypothesis about his problem on the basis of this review. Which type of a research plan is Mr. Ali likely proposing?

► **Qualitative**
► Ethical
► Both quantitative and qualitative
► Quantitative

Question No: 27 (Marks: 1) - Please choose one
Which of the following is a legitimate purpose of a research plan?
► 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: 28 (Marks: 1) - Please choose one
In the statement ‘Smoke badly destroys health of people’ what is the unit of analysis?

► Transportation
► Individuals
► Pollutants
► **Drugs**

Question No: 29 (Marks: 1) - Please choose one
While studying supervisor-subordinate relationship in an organization, what is the unit of analysis?
► Individual
► Dyad
► Employer-employee
► **Organization**

Question No: 30 (Marks: 1) - Please choose one
Which of the following types of survey research is often used for program evaluation or accreditation purposes?
► Developmental surveys
► Followup studies
► Public opinion polls
► **No survey research is appropriate**

Question No: 31 (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**.

Question No: 32 (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.

Question No: 33 (Marks: 1) - Please choose one
Which of the following statements is correct about questionnaire?
► A questionnaire should run to at least twenty pages.
► The questions should have no spaces between them so that the whole questionnaire looks small.
► Only questionnaires that are A3 size achieve high response rates.

► **Clear presentation is more important than overall size.**

Question No: 34 (Marks: 1) - Please choose one
Critical decision area in questionnaire construction is which of the following?
► Question content
► Question wording
► Response strategy
► **All of the given options**

Question No: 35 (Marks: 1) - Please choose one
The most critical area of an article to read is;
► Introduction
► **Abstract**
► Results section
► Limitations

Question No: 36 (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**

Question No: 37 (Marks: 1) - Please choose one
Time consumed in mall intercept interview is representing which of the following type?

► High
► **Moderate**
► Low
► Nill

Question No: 38 (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.
► **They are descriptive research methods.**
► Have large sample sizes.

Question No: 39 (Marks: 1) - Please choose one
Which of the following represent a good qualitative problem statement?

► Defines the independent and dependent variables.
► **conveys a sense of emerging design.**
► Specifies a research hypothesis to be tested.
► Specifies the relationship between variables that the researcher expects to find.

Question No: 40 (Marks: 1) - Please choose one
Which of the following makes research questions very crucial?

► **Guide your decisions about what data to collect and from where.**
► Help you decide which research area interests you.
► Ensure that your findings have external validity.
► Prevent you from thinking about research strategies.

Question No: 41 (Marks: 10)
How would you explain "Research Proposal" and its different sections?

1. When a extraneous variable systematically varies with the independent variable and influences the dependent variable, it is called:
   a. Another dependent variable
   b. A confounding variable
   c. A moderating variable
   d. An unreliable variable
   2. Which of the following statements is true?
   a. A statistical relationship is sufficient evidence to infer causality
   b. Temporal order of the cause and effect is not important in inferring causality
   c. A statistical relation of X and Y is insufficient evidence for inferring causality
   d. Temporal order of cause and effect variables and statistical relation are all that are
   needed to infer causality
   3. A school district examines a program that uses mentors to help very poor readers improve their reading performance. The children in the program are at the 4th percentile at pretest. At posttest they are around the 20th percentile. While it is possible that the program made the difference, another reason for the change in scores could be:
   a. History
   b. Regression artifact
   c. Multiple-treatment interference
   d. Differential selection
   4. A group of researchers do a study where children from particular classrooms are assigned to treatment or control conditions. After the study, the researcher finds out that the students in the control group are higher achievers than those in the experimental group. He found no treatment effect. The failure to find an effect may be due to:
   a. A treatment effect
   b. A testing effect
   c. A differential selection effect
   d. A maturation effect
   5. A researcher examines a program looking at the effects of mentoring on poor

readers' reading achievement. He looks at two different schools. One serves as the control and the other the experimental group. Both schools had reading achievement that was around the 50th percentile. During the time that the mentoring program is in place in the experimental group, a statewide reading initiative is started in randomly selected schools. The experimental, but not the control school is involved in the initiative. At the end of the year, the experimental group does better than the control. From the information presented above, a likely threat to the internal validity of the study is:
a. Selection by mortality interaction
b. Mortality
c. Selection-history effect
d. Selection-maturation effect
6. Which type of validity refers to the degree to which you can infer that the relationship between two variables is causal?
a. Internal validity
b. Population validity
c. Ecological validity
d. Statistical conclusion validity
7. Which type of validity refers to the ability to infer that the independent and dependent variables are related ant that the measured strength of the relationship is accurate?
a. Internal validity
b. Population validity
c. Ecological validity
d. Statistical conclusion validity
8. An extraneous variable that systematically varies with the independent variable and also influences the dependent variable is known as a _____.
a Confounding variable
b. Third variable
c. Second variable
d. Both a and b are correct
9. The use of multiple observers to allow cross-checking of observations to make sure that the investigators agree with what took place is known as _____.
a. Interpretive validity
b. Researcher bias
c. Multiple operationalism
d. Investigator triangulation
10. _____ is the lowest inference descriptor of all because it uses the participant's own words.
a. Participant feedback
b. A verbatim
c. Data triangulation
d. Investigator triangulation
11. _____ refers to physical or mental changes that may occur within individuals over time, such as aging, learning, boredom, hunger, and fatigue.
a. Instrumentation

b. History
c. Maturation
d. Testing
12. What type of validity refers to the extent to which the results of a study can be generalized across time?
a. Ecological validity
b. External validity
c. Internal validity
d. Temporal validity
13. Which of the following best describes interpretive validity?
a. Factual accuracy of an account as reported by the researcher
b. Accurately portraying the meanings given by the participants to what is being studied
c. Degree to which a theoretical explanation fits the data
d. Ability to generalize the study results across settings
14. Which of the following terms is a strategy where the researcher actively engages in critical self-reflection about his or her potential biases and predispositions.
a. Experimenter effect
b. Reactivity
c. Investigator triangulation
d. Reflexivity
15. Which of the following is not considered one of the criteria for inferring causality?
a. Evidence that the independent and dependent variables are related
b. Evidence that the relationship between the variables being investigated is not due to a
confounding extraneous variable
c. Evidence that changes in variable A occur before changes in variable B
d. The temporal ordering of the variables being investigated does not matter because a
relationship is all that is really needed
16. The use of multiple data sources to help understand a phenomenon is one strategy that is used to promote qualitative research validity. Which of the following terms describes this strategy?
a. Data matching
b. Pattern matching
c. Data triangulation
d. Data feedback
17. What may happen when different comparison groups experience a different history event?
a. History effect
b. Selection-history effect
c. Selection effect
d. Group effect
18. What is another term that refers to a confounding extraneous variable?

a. Last variable
b. First variable
c. Third variable
d. Fourth variable
19. Which of the following refers to any systematic change that occurs over time in the way in which the dependent variable is assessed?
a. Instrumentation
b. Maturation
c. Testing
d. Selection
20. Which of the following terms describes the ability to generalize from the sample of individuals on which a study was conducted to the larger target population of individuals and across different subpopulations within the larger target population?
a. External validity
b. Population validity
c. Ecological validity
d. Temporal validity
21. Which of the following is not a strategy used to promote qualitative research validity?
a. Peer review
b. Theory triangulation
c. Extended fieldwork
d. Random assignment
22. The use of several measures of a construct is called:
a. Multiple operationalism
b. Multiple construct measurement
c. Operationalism
d. Methods triangulation
23. A physical or mental change that occurs in participants over time that affects their performance on the dependent variable is called _____.
a. Instrumentation
b. Maturation
c. Regression
d. None of above
24. Attrition generally occurs in research where ____.
a. You do demographic research
b. The study fails
c. Some participants do not complete the study
d. The study is very brief
25. Differential attrition occurs when the people dropping out from one group are different from the others in their group or from the people in the comparison group.
a. True
b. False
26. Internal validity refers to which of the following?

a. The ability to infer that a casual relationship exists between 2 variables
b. The extent to which study results can be generalized to and across populations of persons,
settings, and times
c. The use of effective measurement instruments in the study
d. The ability to generalize the study results to individuals not included in the study
27. Which strategy used to promote qualitative research validity uses multiple research methods to study a phenomenon?
a. Data triangulation
b. Methods triangulation
c. Theory triangulation
d. Member checking
28. Which type of validity refers to the factual accuracy of an account as reported by the researcher?
a. Ecological validity
b. Temporal validity
c. Descriptive validity
d. None of the above
29. Which of the following in not one of the key threats to internal validity?
a. Maturation
b. Instrumentation
c. Temporal change
d. History
30. This type of validity refers to the ability to generalize the results of a study across settings.
a. Temporal validity
b. Internal validity
c. Ecological validity
d. External validity
31. Which is not a direct threat to the internal validity of a research design?
a. History
b. Testing
c. Sampling error
d. Differential selection
32. Alteration in performance due to being aware that one is participating in a study is known as _____.
a. Operationalism
b. Reactivity
c. Temporal validity
d. Mortality
33. The idea that the more times a research finding is shown with different sets of people, the more confidence we can place in the finding and in generalizing beyond the original participants is known as _____.
a. Naturalistic generalization
b. Methods generalization

c. Data triangulation
d. Replication logic

The scientific method is preferred over other ways of knowing because it is more;
Reliable
Systematic
Accurate
All of the given options

An operational definition is:
One that bears no relation to the underlying concept.
An abstract, theoretical definition of a concept.
A definition of a concept in terms of specific, empirical measures.
One that refers to opera singers and their work.

If a researcher is studying the effect of using laptops in his classroom to ascertain their merit and worth, he is likely conducting which type of research?
Basic
Applied
Evaluation
Experimental

What is the basis of the Scientific Method?
To test hypotheses in conditions those are condusive 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 hypotheses and if they are disproved, they should be abandoned completely.

Which of the following is a concept?
Leadership.
Total Quality Management.
Human Resource Management.
All of the given options

Meanings attached to a concept create problems of measurements.
Unambiguous
Vague
Clear
Dictionary

To explain, predict, and/or control phenomena are the goal of----------
Tradition

Inductive logic
Deductive logic
The scientific

Why, as scientists, do we not want to rely on authority for explanations?
Those in authority are often wrong.
Those in authority cannot be challenged.
Those in authority rely too much on objective information.
Those in authority often have no common sense.

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 type of research?
Basic
Applied
Evaluation
Grounded theory

A concept is a generalized idea about------ .
A class of objects
Attributes
Occurrences
All of the given

Under which of the following research method is not applicable?
Health care
Business
Government offices
Imaginary worlds

1- Hypothesis refers to

A. The outcome of an experiment

B. A conclusion drawn from an experiment

C. A form of bias in which the subject tries to outguess the experimenter

D. A tentative statement about the relationship

2- Statistics is used by researchers to

A. Analyze the empirical data collected in a study

B. Make their findings sound better

C. Operationally define their variables

D. Ensure the study comes out the way it was intended

3- A literature review requires

A. Planning

B. Good & clear writing

C. Lot of rewriting

D. All of the above

4- A literature review is based on the assumption that

A. Copy from the work of others

B. Knowledge accumulates and learns from the work of others

C. Knowledge disaccumulates

D. None of the above option

5- A theoretical framework

A. Elaborates the r/s among the variables

B. Explains the logic underlying these r/s

C. Describes the nature and direction of the r/s

D. All of the above

6- Which of the following statement is not true?

A. A research proposal is a document that presents a plan for a project

B. A research proposal shows that the researcher is capable of successfully conducting the proposed research project

C. A research proposal is an unorganized and unplanned project

D. A research proposal is just like a research report and written before the research project

7- Preliminary data collection is a part of the

A. Descriptive research

B. Exploratory research

C. Applied research

D. Explanatory research

8- Conducting surveys is the most common method of generating

A. Primary data

B. Secondary data

C. Qualitative data

D. None of the above

9- After identifying the important variables and establishing the logical reasoning in theoretical framework, the next step in the research process is

A. To conduct surveys

B. To generate the hypothesis

C. To focus group discussions

D. To use experiments in an investigation

10- The appropriate analytical technique is determined by

A. The research design

B. Nature of the data collected

C. Nature of the hypothesis

D. Both A & B

E. Personal interviews conducted in shopping malls are known as:

1. Mall interviews
2. **Mall intercept interviews**
3. Brief interviews
4. None of the given options

B. WATS lines provided by long distance telephone service at fixed rates. In this regard, WATS is the abbreviation of:

1. West Africa Theological Seminary
2. Washtenaw Area Transportation Study
3. **Wide Area Telecommunications Service**
4. World Air Transport Statistics

C. A list of questions which is handed over to the respondent, who reads the questions and records the answers himself is known as the:

1. Interview schedule
2. **Questionnaire**
3. Interview guide
4. All of the given options

D. One of the most critical stages in the survey research process is:

1. Research design
2. **Questionnaire design**
3. Interview design
4. Survey design

E. Question that consists of two or more questions joined together is called a:

1. **Double barreled question**
2. General question
3. Accurate question
4. Confusing question

F. The number of questionnaires returned or completed divided by the total number of eligible people who were contacted or asked to participate in the survey is called the:

1. **Response rate**

2. Participation rate
3. Inflation rate
4. None of the given options

G. To obtain the freest opinion of the respondent, when we ask general question before a specific question then this procedure is called as the:

1. Research technique
2. Qualitative technique
3. **Funnel technique**
4. Quantitative technique

H. A small scale trial run of a particular component is known as:

1. Pilot testing
2. Pre-testing
3. Lab experiments
4. **Both A & B**

I. Field testing of the questionnaire shows that:

1. **Respondents are willing to co-operate**
2. Respondents are not willing to co-operate
3. Respondents do not like any participation
4. All of the given options

J. Service evaluation of hotels and restaurants can be done by the:

1. **Self-administered questionnaires**
2. Office assistant
3. Manager
4. None of the given options

A.

1. Which one of the following sets is the measure of central tendency?

a. Mean, standard deviation, mode
b. Mean, median, standard deviation
c. Arithmetic mean, median, mode
d. Standard deviation, internal validity, mode

2. In lab experiment the effect of _____Variables is controlled to evaluate the causal relationship.

a. Extraneous
b. Moderate
c. Intervening

d. All of the above

3. Internal validity refers to_____.

a. Researcher's degree of confidence.
b. Generalizability
c. Operationalization
d. All of the above

4. Which of the following is the weakest experimental design?

a. One group pretest-posttest design
b. Quasi- experimental design
c. Two group posttest only design
d. Ex post facto design

5. How many times the students appear in the research class is the example of _____.

a. Intensity
b. Space
c. Frequency
d. Direction

6. Disadvantage of content analysis is_____.

a. Researcher can increase the sample size
b. Provides access on the subjects to which researcher does have physical access.
c. Sometime documents provide incomplete account to the researcher
d. Spontaneous feelings can be recorded when they occurred

7. Which of the following statement is incorrect with respect to "An experimental design is a set of procedures specifying:"

a. How the test units (subjects) are to be divided into homogenous sub samples.
b. What independent variables or treatments are to be measured?
c. What dependent variables are to be measured?
d. How the extraneous variables are to be controlled?

8. Time consumed in mall intercept interview is _____.

a. High
b. Moderate
c. Low
d. Nil

9. "Teacher should create a friendly environment in the classroom" this is the type of _____.

a. Leading question
b. Loaded question
c. Double Barreled
d. Burdensome question

10. Departmental stores selected to test a new merchandising display system is the example of _____.

a. Quota sampling
b. Convenience sampling
c. Judgmental sampling
d. Purposive sampling

1. Discrete variable is also called…….

A. Categorical variable
B. Discontinuous variable
C. **Both A & B**
D. None of the above

2. "Officers in my organization have higher than average level of commitment" Such a hypothesis is an example of…….

A. **Descriptive Hypothesis**
B. Directional Hypothesis
C. Relational Hypothesis
D. All of the above

3. 'Science' refers to…….

A. A system for producing knowledge
B. The knowledge produced by a system
C. **Both A & B**
D. None of the above

4. Which one of the following is not a characteristic of scientific method?

A. Deterministic
B. Rationalism
C. Empirical
D. **Abstraction**

2. The theoretical framework discusses the interrelationships among the…….

A. **Variables**
B. Hypothesis
C. Concept
D. Theory

1. **……research is based on naturalism.**

   A. **Field research**
   B. Descriptive research
   C. Basic research
   D. Applied research

2. **Personal interviews conducted in shopping malls are known as……**

   A. Mall interviews
   B. **Mall intercept interviews**
   C. Brief interviews
   D. None of the given options

3. **…… is used to obtain the freest opinion of the respondent, by asking general question before a specific question.**

   A. Research technique
   B. Qualitative technique
   C. **Funnel technique**
   D. Quantitative technique

4. **In, …… the interviewer and members jointly control the pace and direction of the interview.**

   A. **Field interview**
   B. Telephonic interview
   C. Both A and B
   D. None of the given options

5. **Randomization of test units is a part of ……**

   A. Pretest
   B. Posttest
   C. Matching
   D. **Experiment**

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