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STA630 (Mega File)

Mid Term (Live Quiz)

1. To measure the impact of customer satisfaction on customer loyalty is an example of which of the following options?

- Descriptive research
- None of the given options
- Exploratory research
- **Explanatory research** ✅

---

2. The main purpose of ___ is to link theoretical and empirical elements of a research project.

- Dissertation
- Methodology
- Literature review
- **Conceptual framework** ✅

---

3. Which of the following is/are the objectives of the literature review?

- All of the above ✅
- To learn from others and stimulate new ideas
- Helps in developing a theoretical framework
- Identification of variables

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4. 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
- Historical review
- **Self-study review** ✅

---

5. If a researcher is studying the effect of using laptops in his classroom to ascertain its merit and worth. Which type of an applied research he is conducting?

- **Evaluation research** ✅
- 360° research
- Action research
- Impact assessment research

---

6. ____ is an example of a concrete concept.

- **Family dissolution** ✅
- Political power
- Racism

---

7. What does 'verifiable' mean in the context of scientific research?

- Data collection is unstructured and informal.
- Findings are based solely on the researcher's beliefs.
- **Results can be duplicated or confirmed by others.** ✅
- Observations are only made once.

---

8. Which of the following describes a primary purpose of conducting research?

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- **To find answers or solutions to specific problems.** ✅
- To entertain policymakers with puzzles.
- To omit the work of other researchers.
- To confirm existing knowledge without question.

---

9. Statistical generalizability refers to:

- All of the given options
- The same result will be restricted to the same organization
- The same result is applicable to the same organization
- **How the result is useful for a broader group** ✅

---

10. A reader can easily see and comprehend the theorized relationships through:

- Pictogram
- Tree diagram
- **Schematic Diagram** ✅
- Venn diagram

1. "The extensive use of chocolate causes pimples". The given hypothesis is a (an):
    - Descriptive hypothesis
    - Co-relational hypothesis
    - **Explanatory hypothesis** ✔
    - Non-Directional hypothesis
2. While conducting a literature review, the researcher engages in:
    - An evaluation of the library
    - **An evaluation of the literature** ✔

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- An evaluation of the library's location
- An evaluation of the library's electronic sources

3. aaa research studies generally use data at the national level.
   - Action
   - Imperial
   - **Fundamental** ✔
4. An investigation into the ways of improvement of quality of customer services within the hospitality sector in Pakistan is an example of:
   - Explanatory research
   - Epistemological research
   - Empirical research
   - **Exploratory research** ✔
5. "Higher the level of job satisfaction, higher will be the employees' performance." Which type of relationship the movement of variables determines?
   - **Direct relationship** ✔
   - Negative relationship
   - Positive relationship
   - Inverse relationship
6. What is the significance of statistical "generalization" in scientific research?
   - It limits the applicability of research findings.
   - It focuses only on qualitative data.
   - It disregards the sample design.
   - **It enhances the usefulness of findings across different settings.** ✔
7. The purpose of reviewing existing literature is:
   - To complete the word count of the dissertation
   - To get a list of references

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- To help in the general learning process
- **To find out what is already known about your area of interest** ✔

8. A logical relationship between two or more variables, expressed in the form of a testable statement is known as:
   - Variable
   - **Hypothesis** ✔
   - Statement
   - Statistics
9. It is a statement about the concepts that may be judged as true or false if it refers to observable phenomena.
   - **Proposition** ✔
   - Abstract
   - Hypothesis
   - Theory
10. A statement about an expected relationship between variables, or an explanation of an occurrence, that is clear, specific, testable, and falsifiable.
    - **Hypothesis** ✔
    - Abstract
    - Proposition

How the researcher decides to measure the study variables is called?

- Operational definition ☑
- Conceptual definition
- Degree of abstraction
- Dictionary definition

According to Empiricism, -_____ is the ultimate source of all our concepts and knowledge.

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- Sensory experience ✅
- Perceptions
- Theory
- Logics and arguments

Which of the following is an example of a 'Concept'?

- Democracy ✅
- Eating breakfast
- Running a marathon
- Swimming in the ocean

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

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

If there are multiple pizza trucks in the area and each one has a different jingle, we would memorize it all and relate the jingle to its pizza truck. This is what __ "distance of the truck" in this example. Research precisely is, establishing an association between two variables, "jingle" and __.

- Causal
- Descriptive
- Correlational ✅
- Explanatory

Statistical generalizability refers to:

- All of the given options
- The same result will be restricted to same organization
- The same result is applicable to same organization
- How the result is useful for broader group ✅

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Concepts, created and developed for conducting any research study, are:

- Commonly found in nature
- The building blocks of theory ✅
- Meaningful only in the context of the literature review
- Relevant to the methodological framework

"The higher the motivation, the higher the efficiency" is an example of:

- Relational Hypothesis ✅
- Descriptive hypothesis
- Explanatory Hypothesis
- Null Hypothesis

Which of the following is NOT a purpose of a literature review?

- Helps you to learn from others and stimulate new ideas.
- Helps you in developing theoretical framework.
- Helps you in getting response from the respondents ✅
- Helps you find out what is already known about this area.

Which of the following can be referred to as a concept?

- A key data gathering methods.
- An important research methodology.
- A fundamental framework.
- A key idea about any object. ✅

1. If the researchers use findings to generate theories and models to understand human behavior at societal level, which of the following levels it relates?

- Meso level
- Micro level

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- Organizational level
- **Macro level** ✔

---

2. What is the most basic skill required by any researcher?

- The ability to calculate statistics
- The ability to source data
- **The ability to generate ideas for research projects** ✔
- The ability to understand major philosophical issues and ideas

---

3. Unilever launched a new product line but the revenues are not increasing, the company will undergo _____ that help managers to understand, predict and control an environment.

- **Research** ✔
- Solution to a problem
- Scientific processes
- Scientific evaluation

---

4. Research on world census regarding covid-19 is a type of _____ research.

- **Macro** ✔
- Instrumental
- Basic
- Micro

---

5. A good review of the literature increases a reader's confidence in the researcher's _____.

- All of the above ✔
- Ability

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- Professional competence
- Background

---

6. The increase in sales promotion is positively associated with the customer satisfaction is an example of which type of hypothesis?

- Descriptive hypothesis
- None of the given options
- Co-relational hypothesis
- **Relational hypothesis** ✔

---

7. To analyze the effects of re-branding on the level of customer loyalty is an example of which of the following options?

- **Explanatory research** ✔
- None of the given options
- Exploratory research
- Descriptive research

---

8. Which of the following is the focus of scientific research?

- **Objectivity** ✔
- Duplication
- Subjectivity
- Intuition

---

9. Which of the following can be referred to as a concept?

- **A key idea about any object.** ✔
- An important research methodology.

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- A fundamental framework.
- A key data gathering methods.

---

10. The more successful new product in the market the higher will be the stock market price. Here success of new product is _____ and stock market price is _____.

- Manipulated, stimulus
- Independent, dependent ✔
- Predicted to, predicted from
- Criterion, dependent

1. Which type of the review tells the reader how a project fits into the big picture and its implications for a field of knowledge?

- Historical review
- Self-study review
- Methodological review
- **Context review** ☑

---

2. Which of the following is NOT an Applied Research?

- Impact Assessment Research
- Evaluation research
- Action research
- **Formulative Research** ☑

---

3. A good review of the literature increases a reader's confidence in the researcher's:

- **All of the above** ☑
- Background

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- Ability
- Professional competence

---

4. How a particular issue or theory has evolved over time is studied in:

- Integrative literature review
- **Historical literature review** ✅
- Context literature review
- Self-study literature review

---

5. Moving up the _____, the basic concept becomes more abstract, wider in scope, and less amenable to measurement.

- Ladder of concept
- Abstraction of reality
- **Ladder of abstraction** ✅
- Ladder of preposition

---

6. If a researcher aims at exploring a new topic, he is conducting _____ research.

- An explanatory
- **A formulative** ✅
- 360° Degree
- A descriptive

---

7. What is opposite of a variable?

- **A concept** ✅
- None of the given options

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- A construct

---

8. Which of the following variables may have some effects upon a dependent variable but yet is not an independent variable?

- **Extraneous variable** ✅
- Dependent variable
- Independent variable

---

9. The first step in development of theoretical framework is:

- To make an inventory of propositions
- To arrange these propositions in a sequential order
- **To make an inventory of variables** ✅
- To specify the direction of relationship

---

10. _ is the philosophical stance according to which the senses are the ultimate source of human knowledge.

- Deductive reasoning
- Agnosticism
- Scepticism
- **Empiricism** ✅

1. **Which of the following option is NOT the role of theory?**
    - Theory as memorization ✔
    - Theory predicts facts
    - Theory as conceptualization
    - Theory as orientation

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2. **Traces the development of an issue over time:**
    - Theoretical review
    - Integrative review
    - Context analysis
    - Historical review ✔
3. **The unemployment among arts students is high is an example of which type of hypothesis?**
    - Descriptive hypothesis ✔
    - None of the given options
    - Relational hypothesis
    - Co-relational hypothesis
4. **Which of the following options can be a reason to conduct research?**
    - To generate theories ✔
    - Not to argue conflicting studies
    - To encourage duplicate work
    - To rely on researcher's intuitions
5. **If there is no theory yet, you cannot conduct:**
    - Objective
    - Conducive
    - Inductive ✔
6. **The purpose of reviewing existing literature is:**
    - To complete word count of dissertation
    - To find out what is already known about your area of interest ✔
    - To get list of references
    - To help in general learning process

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7. **Moving up the , the basic concept becomes more abstract, wider in scope, and less amenable to measurement:**
   - Abstraction of reality
   - Ladder of abstraction ✔
   - Ladder of preposition
   - Ladder of concept
8. **Which of the following is also referred to as working definition?**
   - Dictionary definition
   - Operational definition ✔
   - Theoretical definition
   - Conceptual definition
9. **EEE reviews are focused on examining research throughout a period, often starting with the first time an issue, concept, theory, phenomenon emerged in the literature, then tracing its evolution within the scholarship of ac:**
   - Methodological
   - Integrative
   - Historical ✔
   - Theoretical
10. **Null hypothesis states:**
    - Absence of relationship ✔
    - Casual relationship
    - The direction of relationship
    - Existence of relationship

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1. **Theoretical framework provides the logical base for developing**
   - Manipulation check

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- None of the above
- **Analysis** ✓

---

2. **If a researcher aims at exploring a new topic, he is conducting _ research.**
   - **A formulative** ✓
   - A descriptive
   - An explanatory

---

3. **Research on world census regarding covid-19 is a type of**
   - **Basic** ✓
   - Micro
   - Instrumental

---

4. **The elaboration of the variables in the theoretical framework addresses which type of questions?**
   - Both of the given questions ✓
   - Why we expect certain relationships to exist
   - How we expect certain relationships to exist
   - None of the given questions

---

5. **Which of the following is/are the objectives of the literature review?**
   - Helps in developing a theoretical framework
   - Identification of variables
   - **All of the above** ✓
   - To learn from others and stimulate new ideas

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6. **Hypothesis refers to _____:**
   - 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** ✅
   - The outcome of an experiment

---

7. **Identify the option that can be a disadvantage of cross-sectional research.**
   - Researchers have to locate exact people for cross-sectional research
   - It is usually more costly and complex than longitudinal research
   - It is usually more costly than longitudinal research
   - **It cannot capture the change process** ✅

---

8. **What does the term "deterministic" imply in scientific research?**
   - Events happen randomly without cause.
   - Observations are subjective and based on personal views.
   - **All events are assumed to have identifiable causes.** ✅
   - The researcher does not need to analyze causes.

---

9. **There is no relationship between job satisfaction and the employees' turnover rate is an example of which of the following hypothesis:**
   - Descriptive hypothesis
   - **Null hypothesis** ✅
   - Alternate hypothesis
   - Correlational hypothesis

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10. **Theoretical review helps to:**

- Increase the reader's confidence
- Traces the development of an issue over time
- **Compare how different theories address an issue** ✅
- Summarizes what is known at a point in time

1. It is a variable that has distinct, discrete values but no precise numerical flow. For example, gender can be thought of as a discontinuous variable with two possible values, male or female. What is it?

- Normal Variable
- None of the above
- ✕ Discrete variable
- Continuous variable

Correct option: Discrete variable

---

2. "Higher the job satisfaction, lower will be the rate of turnover". What is the direction of relationship does this proposition present?

- Positive relationship
- Spurious relationship
- ✕ Negative relationship
- No relationship

Correct option: Negative relationship

---

3. Methodological review helps to

- Point out how methodology varies by study
- Increase the reader's confidence

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- Place a specific project in the big picture
- ✕ Traces the development of an issue over time

Correct option: Point out how methodology varies by study

---

4. Which of the following option is NOT the role of theory?

- Theory as memorization
- Theory predicts facts
- Theory as conceptualization
- Theory as orientation

Correct option: Theory as memorization

---

5. All of the following options are the characteristics of a good hypothesis, EXCEPT:

- ✕ Indistinct
- Clear
- Related to theory
- Specific

Correct option: Indistinct

---

6. Nestle launched a new product which may not be paying off as anticipated. _____ will help managers to understand, predict and control an environment.

- Solution to a problem
- Scientific process
- ✕ Research
- Scientific evaluation

Correct option: Research

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7. ___ is the abstract idea, underlying theme, or subject matter that one wishes to measure using survey questions.

- ✕ Construct
- Reality
- Variable
- Theory

Correct option: Construct

---

8. Context review helps to

- ✕ Place a specific project in the big picture
- Increase the reader's confidence
- Traces the development of an issue over time
- Summarizes what is known at a point in time

Correct option: Place a specific project in the big picture

---

9. A ___ Hypothesis states no relationship between two variables:

- Directional hypothesis
- Alternate hypothesis
- ✕ Null hypothesis
- Correlational hypothesis

Correct option: Null hypothesis

---

10. The total number of types of the literature review are:

- 7

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- 8
- ✕ 5
- 4

Correct option: 5

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