

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

- ▶ Zikmund, W.
- ▶ **Sekaran, U.**
- ▶ Dessler, G.
- ▶ Neuman, W.C.

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.

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.

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.

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.

Which of the following is NOT an example of quantitative variable?

- ▶ Age
- ▶ Grade point average
- ▶ Gender
- ▶ Motivation

In research, something that does not “vary” is known as:

- ▶ Variable
- ▶ Method
- ▶ Constant
- ▶ Control group

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**

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.

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.

Hypothesis test may also be called as

- ▶ **Informal test**
- ▶ Moderating test
- ▶ Significance test
- ▶ t-test

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**

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.

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.

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.

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.

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

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.

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

Questions:

Question No: 1 (Marks: 3)

What is the primary difference between test/retest and internal consistency?

Question No: 2 (Marks: 5)

Researchers interviewed a group of people in a specific room. They were told that only their interaction with each other and their point of views on a specific issue are being studied but in fact high frequency sound waves were passed through that room and their effect on human behavior was being observed.

Answer the following questions:

Is it an act of deception? Give reason for your choice.

Do you think it was necessary to deceive the respondent in this experiment?

What can the researcher do after the completion of research to rectify the damage done to the respondents?

Question No: 3 (Marks: 5)

What is personal interviewing, how it can be conducted and at which places?

Question No: 4 (Marks: 3)

How would you differentiate between History Effect and Mechanical Loss in Experimental research?