

Q1 : A cause and effect relationship established in natural environment is known a

Field experiment

Mall intercept survey

Laboratory

Q2 : All of the following are the tools of data collection as part of communication surveys EXCEPT

Interview schedule

Questionnaire

Interview Guide

Laboratory Experiment

Q3 : Which of the following is a non-probability sampling technique?

Convenience sampling

Stratified random sampling

Simple random sampling

Systematic Random Sampling

Q4 : Another name of purposive sampling is

Simple random sampling

Judgmental sampling

Cluster sampling

Systematic sampling

Q5 : The process of checking and adjusting the data for omissions, legibility, and consistency is known as:

Editing

Analysis

Sampling

Adjusting

Question No: 6 ;A set of rules stating that certain numbers are assigned to variable attributes is called:

A coding procedure

An observation unit

Data cleaning

Data analysis

Question No: 7 ; Which of the following is NOT included in data transformation?

Changing data from their original form to a format that is more suitable

Collapsing the number of categories

Creating new variables

Entering data in software

Question No: 8 ; Statistical Package for the Social Sciences (SPSS) is used for

Tabulation and statistical analysis

Developing theoretical framework

Writing references

Contacting respondents

Q 9 : A table that shows the relationship between two variables is known as:

Dummy table

Multivariate table

Univariate table

Bivariate table

Q 10 : The total of columns and rows of a table is called:

Cell

Marginal

Header

Footer

Q 11 : The third variable that controls for alternative explanation is called:

Dependent variable

Control variable

Independent variable

Moderating variable

Question No: 12 ; "Does package size affect consumption rates in snack products?" is a typical question in what type of research design?

Longitudinal research

Time-series research

Experimental research

Correlational research

Question No: 14 ; The experimental design that uses one group, and a pretest and posttest is called

One-group pretest posttest design

Posttest only control group design

One-shot case study

Solomon four-group design

Question No: 15 Which one is NOT the part of non reactive research?

Physical traces

Archives

Observations

Interviews

Q 16 ; In which of the following researches, people being studied are NOT aware that they are the part of a research project?

Descriptive

Experiments

Non-reactive

Surveys

Q 17: IF Mr. Zain is observing the behavior of shoppers in a departmental store through a closed circuit TV, it is called

Ethnography

Non-Participant observation

Participant Observation

Experimental

Q 18 : All of the following are the examples of historical comparative research EXCEPT

Economic Forms

Social Forms

Civil Wars

Motivation

Q 20 : Historical-Comparative research focuses on:

Broad historical processes

Comparing forms

Tracing the development of social forms

All of the given

Question No: 21: Ethical problems are less intense in H-C research than in other types of social research because:

A researcher is less likely to have direct contact with people being studied

Highly professional and responsible people researched in this study

Objective data is available so less chance of personal involvement

None of the given

Question No: 21 Secondary sources of data collection have following limitations in Historical-Comparative research:

Problem of reading the works of historian

Transparency issue in historian selection procedure

Problem of undefined concepts and the selection of evidence

All of the given

Question No: 22 ; Which type of question is more beneficial in focus group discussion?

Open Ended

Close Ended

Guided

Loaded

Question No: 23 ;The key factor concerning group size is generally depends upon its

Availability

Purpose

Funding

None of the given

Q 24 : Scales and indexes help in condensing and simplifying the information which is known as

Data analysis

Data scoring

Data reduction

Data accuracy

Question No: 25 ; Which of the following experimental designs has the given symbols: O1 X 02?

Static group design

Solomon four-group design

None of the given options

One-group pretest-posttest design

Question No: 26 : When you are confident that experimental manipulation produces changes in the dependent variable, your study probably has good

External

Causal

Construct

Internal

Question No: 27 Research projects involving experimental manipulations are implemented in a natural environment, called as

Secondary experiments

Laboratory experiments

Primary experiments

Field experiments

Question No: 28 All of the following are the wake of interviews, EXCEPT

Lack of Visual Med

Distracting Physical Environment

Less Participant Involvement

Reduced Interviewer Bias

Question No: 29 The cover letter is usually attached

On the back side of the questionnaire

Sequence does not make any issue

None of the given options

On the first page of the questionnaire

Question No: 30 The waiting programs to conduct an interview covers all of the following topics EXCEPT

How to ask survey questions?

How to probe?

How to record responses?

How to do data analysis?

Question No: 31 Which of the following can be the example(s) of an element?

Families

Organizations

Corporations

All of the given options

Question No: 32; Double and cluster sampling techniques are the examples of

Non-probability sampling

Equal probability sampling

Random probability sampling

Probability sampling

Question No: 33 Instead of using list of random number-----is used in systematic random sampling

Survey

Cluster

Element

Sampling interval

Question No: 34 ; Respondent's failure to answer a question is known as

Response rate

Item non-response

Open ended response

Response bias

Question No: 35 Pilot testing also called pre-testing means a-----trial run of a particular component.

Small scale

Large scale

Medium scale

Macro scale

Q36 : Observational methods cannot be used easily in

Child studies

Studies about attitudes

Studies involving groups

Animal studies

Question No: 37 : The observer receives little or no reactivity in case of

Participant observation

One-way mirror observation

Direct observation

None of the given options

Question No: 38 A simple video camera recording conversations has no researcher involved. This is known as:

Participant observation

Mechanical observation

Structured observation

Action research

Question No: 39: Which of the following statements is referred to as secondary analysis?

Analyzing your own data in two different ways

Working part time on a project alongside other responsibilities

Conducting a study of seconds, minutes and other measures of time

Analyzing existing data that has been collected by another person or organization

Question No: 40

All of the following are the disadvantages of using secondary analysis, except

The researcher's lack of familiarity with the data

It is a relatively expensive and time consuming process

Hierarchical datasets can be very confusing

The researcher has no control over the quality of the data