

Final-Term Examination-

Course: Research Methods for Social Sciences

Course instructor: Dr. Tayyba Mirza

Mobile Phones/helping material not allowed, cheating / disturbing the exam will result in disciplinary action and/or cancellation
Total Marks= 40, Total time = 75 minutes,

Students Name _____ **Roll No** _____ **Session** _____

MCQ: 1*18=18

1. ***Which step comes first in research?***
 - A Data collection
 - B Problem identification
 - C Hypothesis testing
 - D Report writing
 2. ***Research design is:***
 - A Data collection tool
 - B Blueprint of research
 - C Sampling method
 - D Hypothesis
 3. ***Quantitative research involves:***
 - A Observations
 - B Case studies
 - C Interviews only
 - D Numerical data
 4. ***Sample is:***
 - A Whole population
 - B Data tool
 - C Subset of population
 - D Hypothesis
 5. ***Likert scale measures:***
 - A Income
 - B Age
 - C Attitudes
 - D Gender
 6. ***Longitudinal study collects data:***
 - A Once
 - B Over time
 - C Randomly
 - D Quickly
 7. ***Literature review helps in:***
 - A Sampling
 - B Identifying gaps
 - C Data collection
 - D Analysis
 8. ***Closed-ended questions:***
 - A Flexible
 - B Long answers
 - C Long answers
 - D Have fixed answers
 9. ***If a study shows consistent results but measures the wrong concept, it lacks:***
 - A Validity
 - B Reliability
 - C Precision
 - D Accuracy
 10. ***A researcher collects data from managers at different levels (top, middle, lower). This is:***
 - A Simple random sampling
 - B Stratified sampling
 - C Cluster sampling
 - D Convenience sampling

11. *A research design that combines both qualitative and quantitative methods is called:*
 A Experimental design B Mixed-method design
 C Descriptive design D Exploratory design
12. *A conceptual framework primarily helps to:*
 A Collect data B Analyze data
 C Select sample D Show relationships among variables
13. *When variables are measured at one point in time across different groups, it is:*
 A Longitudinal study B Cross-sectional study
 C Experimental study D Case study
14. *If a researcher gathers existing reports and publications for analysis, this is:*
 A Primary research B Secondary research
 C Experimental research D Field research
15. *Interval scale has:*
 A No order B Order but no equal intervals
 C Equal intervals but no true zero D True zero
16. *Which of the following is an ordinal scale example?*
 A Temperature B Income
 C Customer satisfaction ranking D Age
17. *Deductive approach is mainly used in:*
 A Qualitative research B Exploratory research
 C Quantitative research D Case studies
18. *A moderator variable is best described as:*
 A An intermediate variable B A variable that changes relationship strength
 C A dependent variable D A sampling tool

Short Questions

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- a. What is the difference between contrived and non-contrived setting? 3
- b. What is the abbreviation of following? 3
 a. SPSS
 b. ANOVA

Long Questions:

16

- Q 1: Define scale. Differentiate among nominal, ordinal, interval, and ratio scales with examples. 10
- Q 2: a. Differentiate between cross sectional and longitudinal studies. Support your answer with examples. 6
- b. Differentiate between “Double Barrelled” and “Leading Questions” with examples.