PARUL UNIVERSITY
FACULTY OF ARTS
B.Arts Winter 2018 – 19 Examination

Semester: 4   **Date:27-12-2018**
Subject Code: 15101254   **Time:02:00pm to 04:30pm**
Subject Name: Research Methodology and Data Analysis   **Total Marks: 60**

Instructions:
1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as directed. (08)
A. Multiple choice type questions. (Each of 0.5 mark)

1. Random sampling is also known as _____.

a) Cluster sampling

b) Probability sampling

c) Non- Probability sampling

d) None of the above

2. In _____ type of sampling each element in the population has an equal and

independent chance of selection in the sample.

a) Random Sampling

b) Snow ball sampling

c) Cluster Sampling

d) None of the Above

3. Snow ball sampling method is a type of _____.

a) Probability Sampling

b) Non- Probability Sampling

c) Random Sampling

d) Cluster sampling

4. Purposive sampling method is a type of _____.

a) Probability Sampling

b) Non- Probability Sampling

c) Random Sampling

d) All of above

5. Stratified random sampling method is a type of _____.

a) Probability Sampling

b) Non- Probability Sampling

c) Random Sampling

d) All of above

6. Cluster sampling method is a type of _____.

a) Probability Sampling

b) Non- Probability Sampling

c) Hypothesis

d) All of above

7.   Data can be categorized as _____.

a) Primary data

b) Secondary data

c) Both Primary Data & Secondary Data

d) None of the above

8. _____ is a purposeful, systematic and selective way   of   watching   and listening to an interaction or phenomenon as it takes place.

a) Observation

b) Interview

c) Sampling

d) Hypothesis

9.When a   change in the behaviour of persons or groups is attributed to their being observed it is known as the _____.

a)Hawthorne effect

b)Non- Participant observation

c) Participant observation

d) None of the above

9.   Introducing a stimulus to the group for it to react to and observing the reaction is called _____.

a) controlled observation

b)participant observation

c)natural observation

d) artificial observation

10.   _____ mainly focuses on gender inequality, using research techniques to create awareness of women's issues and concerns, and to foster action promoting equality between sexes.

a) Feminist research

b) Action research

c)Quantitative research

d) Qualitative research

11.   _____ provide a quantitative measurement of attitudes, opinions or values by summarising numerical scores given by researchers to people's responses to sets of statements exploring dimensions of an underlying theme.

a) Hypothesis

b) Review of literature

c) Attitude scales

d) None of the above

12. _____ tell us the point about which items have a tendency to cluster.

a) Measures of central tendency

b) Measures of dispersion

c) Hypothesis

d) All of the above

13.   Measure of central tendency is also known as _____.

a) Type of research

b) statistical average

c) Method of data collection

d) Likert scale

14.   _____ is also known as arithmetic average.

a) Statistical average

b) median

c) mode

d) Mean

15.   Executive summary is part of _____.

a) Research report

b) Research proposal

b) Both

c) None

B.   Terms/ Short notes/ Case study/ Charts/ Graphs/ Tables, etc. (Each of 01 mark)   (07)
   1.   Define simple random sampling.
   2.   What are in-depth interviews?
   3.   Name three types of probability sampling methods.
   4.   Name three types of non- probability sampling methods.
   5.   What are the secondary sources of data collection?
   6.   What is a variable?
   7.   What are two categories of hypothesis?

Q.2 Answer the following.
A.   What is structured interview and interview schedule in research?   **(04)**
B.   What are unstructured interviews in research?   **(04)**
C.   Discuss the characteristics of research in detail.   **(04)**
                                            OR
C.   What is non-participant observation? Explain with appropriate example.   **(04)**
Q.3 Answer the following.
A.   What are the functions of literature review in research?   **(05)**
B.   What is population and sample in research? Explain with suitable examples.   **(05)**
C.   What is validity in research?   **(05)**
                                            OR
C.   Discuss the different types of probability sampling methods with suitable examples.   **(05)**
Q.4 Answer the following.
A.   Discuss & explain Likert's scale with suitable example.   **(06)**
B.   What is a questionnaire and what are its advantages and disadvantages?   **(06)**
C.   What are different ways of administering a questionnaire?   **(06)**
                                            OR
C.   What are advantages and disadvantages of Interview technique? Explain with suitable examples?   **(06)**