

PARUL UNIVERSITY
FACULTY OF ARTS
B.Arts Winter 2019 – 20 Examination

Semester: 4
Subject Code: 15101254
Subject Name: Research Methodology and Data Analysis

Date: 12/12/2019
Time: 2.00 pm to 4.30 pm
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. A _____, could be of an individual, a group, a community, an instance, an episode, an event, a subgroup of a population, a town or a city.
a) Case Study b) Cohort Studies c) Experimental Studies d) Hypothesis
2. _____, are a form of strategy in qualitative research in which attitudes, opinions or perceptions towards an issue, product, service or programme are explored through a free and open discussion between members of a group and the researcher.
a) Cohort Studies b) Experimental Studies c) Focus Group Discussions d) None of the above
3. Mean, Median & Mode are _____.
a) Measures of central tendency b) Measures of dispersion c) Sampling Types
d) Research methods
4. Data can be categorized as _____.
a) Primary & secondary data b) Good data & Bad data c) Useful data & objective data
d) None of the above
5. _____ is a written list of questions, open ended or closed, prepared for use by an interviewer in a person-to-person interaction.
a) Interview Schedule b) Hypothesis c) case study d) None of the above
6. _____ is a question within a question.
a) Double barreled question b) Open ended question c) closed ended question
d) Research question
7. _____ by its contents, structure or wording, leads a respondent to answer in a certain direction.
a) closed ended question b) Leading question c) Open ended question d) Double barreled question
8. The Summated rating scale is more commonly known as the _____.
a) Likert scale b) Thurstone scale c) Guttman scale d) None of the above
9. The concept of appropriateness and accuracy as applied to a research process is called _____.
a) validity b) Reliability c) Both Validity & Reliability d) None of the above
10. If a research tool is consistent and stable, hence _____ predictable and accurate, it is said to be _____.
a) Reliable b) Non-reliable c) Hypothesis d) Random Sample
11. _____ technique is based upon statistical procedures for establishing the validity of an instrument.
a) Construct validity b) Face validity c) Content validity d) None of the above
12. _____ is judged by the degree to which an instrument can forecast an outcome.
a) Construct Validity b) Construct validity c) Predictive validity d) All of the above
13. _____ is judged by how well an instrument compares with a second assessment concurrently done.
a) Predictive validity b) Concurrent validity c) Face validity d) Construct validity
14. Establishment of a logical link between research objectives and research questions is called _____.
a) Concurrent validity b) Content validity c) Face validity d) Construct validity

15. _____ is also judged on the basis of the extent to which statements or questions represent the issue they are supposed to measure.

a) Content validity b) Face validity c) Concurrent validity d) Construct validity

16. Likert, Thurstone, Guttman are types of _____.

a) Attitudinal scales b) Measures of central tendency c) Sampling methods
d) Observation methods

B. Terms/ Short notes/ Case study/ Charts/ Graphs/ Tables, etc. (Each of 01 mark) (07)

1. What is a double barrelled question?

2. What kind of questions should a researcher avoid asking while interview?

3. What does "N" and "n" stand for in research?

4. What is informed consent?

5. Name 3 types of probability sampling methods?

6. Name 3 types of non- probability sampling methods?

7. What are the measures of central tendency?

Q.2 Answer the following.

A. Discuss the characteristics of research in detail? (04)

B. Critically discuss the concept of Hawthorne effect in research with suitable examples. (04)

C. What is participant observation? Explain with appropriate example. (04)

OR

C. What is non-participant observation? Explain with appropriate example. (04)

Q.3 Answer the following.

A. What is the difference between face validity and content validity? (05)

B. Discuss the different types of probability sampling methods with suitable examples. (05)

C. What is the difference between predictive validity and concurrent validity? (05)

OR

C. Discuss different types of non- probability sampling methods with suitable examples. (05)

Q.4 Answer the following.

A. Discuss snowball sampling method and its importance with suitable examples. (06)

B. Critically discuss the ethics in research. (06)

C. What is a questionnaire and what are its advantages and disadvantages? (06)

OR

C. What are advantages and disadvantages of Interview technique. Explain with suitable examples? (06)