

PARUL UNIVERSITY
FACULTY OF ARTS
M.A. Summer 2017 – 18 Examination

Semester: 2
Subject Code: 15203180
Subject Name: Psychophysics and Psychological Measurement

Date: 16/05/2018
Time: 10:30am to 1:00pm
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. Which of the following is true?
 - a) Shorter scales tend to have greater internal reliability but lower reliability over time.
 - b) Longer scale tend to have lower internal reliability and lower reliability over time.
 - c) Longer scale tend to have higher internal reliability and lower reliability over time.
 - d) Shorter scales tend to have lower internal reliability but higher reliability over time.
2. Alternate form reliability is also known as _____
 - a) Split-half reliability
 - b) Parallel forms
 - c) convergent reliability
 - d) test-retest reliability
3. Why might test retest reliability become less important?
 - a) If participants become familiar with a test and all perform better on the second occasion.
 - b) If convergent validity was not high.
 - c) If is the concept being measured is not expected to be stable over time (e.g., mood)
 - d) If alternate-form reliability cannot be calculated
4. If content of the test looks as though it is measuring what it is supposed to, it is said to have high _____
 - a) Content Validity
 - b) Criterion Validity
 - c) Ecological Validity
 - d) Face Validity
5. The question, "What ONE option do you like the most?" is an example of a _____, _____ question.
 - a) single choice , single response
 - b) single choice, multiple response
 - c) multiple choice , single response
 - d) multiple choice , multiple response
6. To measure when something when something occurs in a fixed sequence of fixed events, a _____ can be used.
 - a) forced ranking
 - b) Likert
 - c) verbal frequency
 - d) ordinal
7. "Psychophysics" owes its origin and name to _____
 - a) Cattle
 - b) Spearman
 - c) G.T Fechner
 - d) Weber

8. Attitudes are _____
- measured on a Likert scale
 - identical to opinions
 - beliefs
 - approaches people take to a subject
9. In psychometrics, an instrument is _____
- a form of visual analogue scale
 - a tool designed to assess something
 - the same as factor analysis
 - a way of measuring response
10. When designing an instrument, you start with an _____
- an interview
 - a construct
 - an hypothesis
 - a theory
11. Which of these isn't a psychometric questioning or scaling method?
- Thurston's equal appearing intervals scaling
 - the method of paired comparison
 - the method of first expectation
 - Visual analogue scaling
12. Likert scale is criticized because _____
- they restricts participants answers
 - they are too qualitative
 - they are too difficult to complete
 - they have too few points on them
13. Which of these could not be used in Likert scale?
- agree
 - neither agree nor disagree
 - completely agree
 - none of the above
14. The concept of sampling error for introduced by _____
- Karl Pearson
 - Charles Spearman
 - DeMoivre
 - none of the above
15. Psychology owes its debt to _____ who worked towards the advanced development of reliability assessment.
- Karl Pearson
 - Charles Spearman
 - DeMoivre
 - none of the above
16. Product-moment method of correlation was developed by _____?
- Karl Pearson
 - Charles Spearman
 - DeMoivre
 - none of the above

B. Do as directed (Each of 01 mark)

(07)

- Write the formula given by Rulon?
- In the method of summated rating, section of items is done through the procedure of _____.

3. What is the difference between psychophysical and psychological scaling methods?
4. Mention two major functions of interview?
5. Document analysis is another name of _____?
6. Q-Sort techniques was devised by _____ in 1953 for the study of verbalized attitude, self-description etc.
7. What is opinionnaire?

Q.2 Answer the following.

- A. Discuss the important type of errors in rating scale? **(04)**
- B. Critically evaluate the advantages and disadvantages of the equal-appearing intervals methods? **(04)**
- C. Describe classical psychophysics? **(04)**

OR

- C. Discuss the important ethical issues involved in psychological testing? **(04)**

Q.3 Answer the following.

- A. Outline the major precautions that should be taken in writing items? **(05)**
- B. Discuss the factors that influence the validity of the test scores? **(05)**
- C. Explain item difficulty? **(05)**

OR

- C. What is meant by percentile norms? Discuss the advantages and disadvantages of percentile norms? **(05)**

Q.4 Answer the following.

- A. Describe the steps involved in developing Likert scale with its advantages and disadvantages? **(06)**
- B. Discuss any two methods of estimating reliability test scores? **(06)**
- C. Explain item discrimination? **(06)**

OR

- C. Outline a plan for classifying a psychological and educational test? **(06)**