

**Ministry of Higher Education**

**College of Applied Sciences**

**Department of International Business Administration**

**INTRODUCTION TO RESEARCH METHODS (RESR 2000)**

**Sample Midterm Exam**

**March, 2011**

**Name:**

**Total Time: 1 Hr**

**Registration Number:**

**Group Number:**

**Please note:**

1. There are Four parts to the test: MULTIPLE CHOICE [2.5 marks]

TRUE/FALSE [2.5 marks]

SHORT ANSWERS [9 marks]

LONG ANSWERS [6 marks]

2. Answer **ALL** questions in section A & B; choose **THREE** question from section C and **ONE** questions from section D.

3. Answer questions in the provided space.

4. Only pen (etc) and test paper are allowed on your desk. NO paper of your own is allowed.

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| --- | --- | --- | --- | --- |
| **Section** | **Marks Allotted** | **Marks Scored** |  | 20 |
| **Section A** | 5**0.5** = 2.5 marks |  |
| **Section B** | 5**0.5** = 2.5 marks |  |
| **Section C** | 3**3** = 9 marks |  |
| **Section D** | 1**6** = 6 marks |  |
| Examined by: Date:  Signature: | | | | |

**Section A: Multiple-Choice Questions: (5 0.5 mark = 2.5 marks)**

|  |  |
| --- | --- |
|  | 1. Describing Characteristics of population is an example of: 2. Exploratory Research 3. Causal Research 4. Descriptive Research 5. None of the above   **Answer**   1. Which of the following is an important aspect of the Research Process: 2. Designing a method of data collection 3. Determining what information is needed to make a decision 4. Analysing the results of a research study 5. All of the above   **Answer**   1. A response bias that occurs because of the presence of the interviewer influencing the answers known as: 2. Auspices Bias 3. Interviewer Bias 4. Administration Bias 5. Social Desirability Bias   **Answer**   1. The systematic and objective process of generating information to improve decisions is the essence of: 2. Research 3. Relationship Marketing 4. Basic Research 5. None of the above   **Answer** |

**Section B:** **True/False Questions: (5 0.5 mark = 2.5 marks)**

1. A Researcher needs to be objective in order to provide accurate information

**Answer**

1. Speed of data collection is one of the advantages of Telephone interviews

**Answer**

1. Psychogalvanometer measures emotional reactions through physiological changes in a person’s voice

**Answer**

1. Intervening variables are dependent on the moderating variables

**Answer**

**Section C:** **Short Answer Ques: (3 3 mark = 9 marks) (Attempt any THREE)**

1. List at least three advantages and disadvantages of primary data.
2. Write at least four advantages and disadvantages of mail surveys.
3. What is the difference between inductive and deductive reasoning?
4. Define any two errors which occur during data collection due to interviewer

**Section D:** **Long Answer Ques: (1 6 mark = 6 marks) (Attempt any ONE)**

1. What do you understand by Research? Explain Basic And Applied Research.
2. What is meant by collection of data through observation? What types of data can be collected through observation?