

OMBC106: Assignment & Self Assessment

Qns

1. which is good qualitative problem statement:

- a. Defines the independent and dependent variables
- b. Conveys a sense of emerging design**
- c. Specifies a reserach hypothesis to be tested
- d. Specifies the reationship between variables that the researcher expects to find

2. choose Sources of researchable problems which can include:

- a. Researchers own experiences as educators
- b. Practical issues that require solutions
- c. Theory and past research
- d. Research experience, practical issues that require solutions, theroy & past research**

3. select a proposal is also known as a:

- a. Work plan
- b. Prospectus
- c. Outline
- d. workplan, its prospects & outline**

4. what is research design

- a. Searching again and again
- b. Finding solution to any problem
- c. Arrangement of conditions for collection and analysis of data**
- d. Describe the data and characteristics

5. what is Research

- a. Searching again and again
- b. Finding solution to any problem
- c. Working in a scientific way to search for truth of any problem**
- d. formulating research solutions

6. Application of scientific method in related to finding for truth about business phenomenon is called

- a. business research**
- b. hypothesis
- c. conclusion
- d. estimation

7. Which of the following statements is correct about the research?

- a. The research has been carried out for invention**
- b. The research has been carried out for ornamental degrees
- c. The research has been carried out for name and fname
- d. The research has been carried out for fname only

8. Which of the following is not the characteristic of a researcher?

- a. He is not versatile in his interest and even in his native abilities**
- b. He is a specialist rather than a generalist
- c. He is industrious and persistent on the trial of discovery
- d. He is not inspirational to his chosen field but accepts the reality

9. Marketing department of a business organization carries out researches related to:

- a. Product
- b. Pricing

c. Promotion

d. all three P's -product,pricing , promotion

10. Research in which the researcher uses the qualitative paradigm for one phase and the quantitative paradigm for another phase is known as.....

a. action research

b. quantitative research

c. basic research

d. mixed method research

11. Which of the following is the first step in starting the research process?

a. Searching sources of information to locate problem.

b. Survey of related literature

c. Identification of problem

d. Searching for solutions to the problem

12. select the meaning of Action research

a. A longitudinal research

b. An applied research

c. A research initiated to solve an immediate problem

d. A research with socioeconomic objective

13. what are the essential qualities of a researcher are

a. any enquiry

b. evidence only

c. Systematization or theorizing of knowledge

d. measuring ideas

14. Generally the data of the research is related to

- a. Quantitative only
- b. Qualitative only
- c. Qualitative & Quantitative**
- d. Quantifiable only

15. The Research Method is the technique to collect _____ required to answer the research problem.

- a. the sample
- b. the market research
- c. the design
- d. The Information**

16. select the execution details of the research question to be investigated are refer to as the _____

- a. concept design
- b. content design
- c. Research Design**
- d. secondary design

17. Research designs come _____ the problem formulation stage

- a. last
- b. before
- c. after**
- d. beginning

18. Previously collected findings in fact and figures which have been authenticated and published are referred to as _____

- a. Primary data source

b. mandatory data source

c. any source of data

d. Secondary data source

19. _____ validity refers to generalization of the sample result to that of the population.

a. External

b. internal

c. data

d. design

20. In true experimental Design researchers can randomly assign _____ to an experimental group.

a. test units and treatments

b. external variables

c. measurements

d. Randomization Design

21. Statistical designs allow for _____ of external variables.

a. Randomized Design

b. statical design & structure

c. statical control & analysis

d. complete design

22. the complete randomized design is used when a researcher is investigating the effect of _____ variable.

a. one independent variable on the dependent

b. 2 and more independent variable on the dependent

- c. dependent variable
- d. independent

23. Hypothesis testing and estimation are both types of descriptive statistics.

a. True

b. False

24. Choose a set of data organized in a participants(rows)-by-variables(columns) format is known as a “data set.

a. True

b. False

25. Descriptive analysis refers to transformation of raw data into a form that will facilitate easy understanding and interpretation.

a. True

b. False

26. whether the median can be computed for ratio, interval or ordinal scale data.

a. True

b. False

27. Explain if the median is that value in the distribution such that 50 per cent of the observations are below it and 50 per cent are above it.

a. True

b. False

28. Relate if the mode is that measure of central tendency which is appropriate for nominal or higher order scales

a. True

b. False

29. agree whether the measures of central tendency locate the centre of the distribution.

a. True

b. False

30. Median can be computed for ordinal scale data

a. True

b. False

Question	Option 1	Option 2	Option 3	Option 4	Answers
_____ is a very useful method to reduce a large number of variables resulting in data complexity to a few manageable factors.	Factorial analysis	Cluster analysis	Factor Analysis	Multivariate analysis	3
_____ data is not always specific to the research problem under study.	Secondary	Primary	pure	basic	1
_____ involves the testing of the equality of means of two or more groups.	Completely randomized design	Two -way Anova	One way Anova	ANOVA	4
_____, the openness refers to the option of answering in one's own words.	In open-ended questions	In closed-ended questions	Schedule	Strctured	1
_____ both the question and response formats are structured and defined.	In closed-ended questions	Schedule	Structured	In open-ended questions	1
_____ requires a structured and logical path so that the effort of collecting information using the questions is meaningful.	Questionnaire	Schedule	Draft	Proposal	1
_____ involves a statement that says there is no difference between two groups that the researcher compares on a certain variable.	Null Hypothesis	Research Questions	Alternate Hypothesis	hypothesis	1
_____ is a data reduction method.	Cluster analysis	Factor analysis	Factorial Analysis	Multivariate analysis	2
A _____ is a written instrument used to obtain information from study subjects.	Questionnaire	Schedule	Strctured	In open-ended questions	1
A census taker often collects data through which of the following?	Standardized tests	Interviews	Secondary data	Observations	2
Evaluation research is concerned with	How well are we doing?	What are we doing?	Why are we doing?	None of the above	1
The data of research is	Qualitative only	Quantitative only	Both (a) and (b)	Neither (a) nor (b)	3
What is the main goal of Descriptive research ?	Carried out to test and validate the study of hypotheses	Describe the data and characteristics about what is being studied	exploratory research is used to gain a deeper understanding of the issue or problem	studies explore the effect of one thing on another and more specifically	2
In hypothesis testing, the hypothesis which is tentatively assumed to be true is called the _____.	correct hypothesis	null hypothesis	alternative hypothesis	level of significance	2
In multiple item scale there are _____ that play an important role in forming the underlying construct that the researcher is trying to measure.	Many Items	Single Item	No Itom	Two Items	1
Initial cluster centres in the non-hierarchical clustering that are the initial points from which one starts. Then the clusters are created around these seeds. It is called as _____	Cluster seeds	Factorial Analysis	Multivariate analysis	Factor Analysis	1
Interviewing all members of a given population is called:	A sample.	A Gallup poll.	A census.	A Nielsen audit.	3
Kellogg seeks to determine consumer believability towards it's products' health claims. The most appropriate technique for this purpose is	Observation	Experimentation	Survey	Simulation	3
Marketing department of a business organization carries out researches related to:	Product	Pricing	Promotion	7Ps	4
Non-comparative scales data are generally assumed to be:	interval scaled	ratio scaled	sum scaled	interval or ratio scaled	4
Non-overlapping categories or intervals are known as	Inclusive	Exhaustive	Mutually exclusive	Mutually exclusive and exhaustive	3
Research helps in _____, especially in business.	decision making	Devlopment	analysis	forecasting	1
Research design strategy encompasses all of the components below except _____.	data collection design	sampling design	instrument development	data analysis	4
The goal of a formal study is to _____	discover future research tasks	expand understanding of a topic	test hypotheses	provide insight	3
All of the following are possible goals of an exploratory study except _____.	discover future research tasks	expand understanding of a topic	test hypotheses	provide insight	3

A causal study is one that _____.	attempts to capture a population's characteristics by making inferences from a sample's characteristics and testing resulting hypotheses	emphasizes a full contextual analysis of a few events or conditions and their interrelations	discovers answers to the questions who, what, when, where, or how much	attempts to reveal why or how one variable produces changes in another	4
Conclusive research is especially carried out to the study of hypotheses.	test and validate	explore the effect of one thing on another	desire to know	gain a deeper understanding	1
The data collection methods may be classified in to data methods.	secondary and primary	Secondary	Primary	Formative	1
_____ is not the characteristic of a researcher	Curious	People Person	His/Her soft Skills are up to the mark	Apathetic	1
A good qualitative problem statement:	Defines the independent and dependent variables	Conveys a sense of emerging design	Specifies a research hypothesis to be tested	Specifies the relationship between variables that the researcher expects to find	2
Sources of researchable problems can include:	Researchers' own experiences as educators	Practical issues that require solutions	Theory and past research	All of the above	4
Every research proposal, regardless of length should include two basic sections. They are:	Research question and research methodology	Research proposal and bibliography	Research method and schedule	Research question and bibliography	1
The purpose of the research proposal is:	To generate monetary sources for the organization	To present management question to be researched and its importance	To discuss the research efforts of others who have worked on related management question.	Choice 1) is incorrect	4
A proposal is also known as a:	Work plan	Prospectus	Outline	All of the above	4
ut of following, presents a problem, discusses related research efforts, outlines the data needed for solving the data and shows the design used to gather and analyze the data.	Research Question	Research Proposal	Research Design	Research Methodology	2
according to the marketing director of a frozen food marketer, "we need to determine why our coupon redemption rate dropped from 20 % last month to 5 % this month." This statement outlines the firm's	research design	issue (problem) definition	secondary data needs	primary data needs	2
The first step in the research process is the:	Development of the research plan	Survey of stakeholders to determine if problems exist	Collection of the available sources for needed information	Definition of the problem and research objectives	4
_____ are the ones that have a strong effect on the relationship between the independent and dependent variables.	Moderating variables	Dependent Variable	Extraneous variables	independent variable	1
Any assumption that the researcher makes on the probable direction of the results that might be obtained on completion of the research process is termed as a/an :	hypothesis	Prediction	Alternate Hypothesis	Null Hypothesis	1
A _____ must be formulated in simple, clear and declarative form.	hypothesis	Research Questions	Alternate Hypothesis	Null Hypothesis	1
A _____ is a conjectural statement based on the existing literature and theories about the topic and not based on the gut feel of the researcher.	hypothesis	Research Questions	Alternate Hypothesis	Null Hypothesis	1

_____ involves a statement that says there is no relationship between two groups that the researcher compares on a certain variable.	Null Hypothesis	Research Questions	Alternate Hypothesis	hypothesis	1
The _____ also may state that there is no significant difference when different groups are compared with respect to a particular variable.	Null hypothesis	hypothesis	Research Questions	Alternate Hypothesis	1
The _____ might be generated by students or academicians pursuing the study for fundamental academic research	Academic research proposal	Internal organizational proposal	External organizational proposals	Research Proposal	1
The _____ are conducted within an organization and are submitted to the management for approval and funding.	internal organizational proposals	External organizational proposals	Research Proposal	Academic research proposal	1
_____ have their basis or origin within the company but the scope and nature of the study requires a more structured and objective research.	External organizational proposals	Research Proposal	Academic research proposal	Internal organizational proposal	1
_____ is a broad overview that gives the purpose and objective of the study.	Executive Summary	Research proposal	Background of the problem	Problem Statement	1
In a short paragraph the author gives a summary about the management problem/academic concern it is called as _____.	Executive Summary	Research proposal	Background of the problem	Problem Statement	1
A _____ is a comprehensive collection of the information obtained from published and unpublished sources of data in the specific area of interest to the researcher	literature review	Research proposal	Research Design	Research methods	1
The _____ of the hypothesis would necessarily involve testing the statistical significance of the hypothesized relation.	validation	Testing	Reliability	Statistical Analysis	1
A _____ is written in such a way that it can be proven or disproven by valid and reliable data	hypotheses	Testing	Reliability	Statistical Analysis	1
_____ includes specifying the population to be studied, the sampling process and plan, sample size and selection.	Research Design	Research proposal	Literature review	Research methods	1
what is research design	Searching again and again	Finding solution to any problem	Arrangement of conditions for collection and analysis of data	Describe the data and characteristics	3
If a study is "reliable", this means that:	the methods are outlined in the methods discussion clearly enough for the research to be replicated.	the measures devised for concepts are stable on different occasions.	the findings can be generalized to other social phenomena	it was conducted by a reputable researcher who can be trusted.	2
"Internal validity" refers to:	whether or not there is really a causal relationship between two variables.	whether or not the findings are relevant to the researchers' everyday lives.	the extent to which the researcher believes that this was a worthwhile project.	how accurately the measurements represent underlying concepts.	1
The term 'external validity' is concerned with:	the question of whether the results of a study can be generalized beyond the specific research context.	whether the research question is judged to be a good research question by those outside the study.	the question of whether or not social scientific findings are applicable to people's every day, natural social settings.	an ambiguous concept whose meaning depends on how it is defined.	1

What is a cross-sectional design?	A comparison of two or more variables longitudinally	A design that is devised when the researcher is in a bad mood.	The collection of data from more than one case at one moment in time.	Research into one particular section of society, e.g. the middle classes.	3
Survey research is cross-sectional and as a result, it is	Low in internal validity but high in replicability.	High in internal validity but low in reliability.	None of the above	High in ecological validity but low in external validity.	1
What does the term 'longitudinal design' mean?	A study completed far away from where the researcher lives.	A study which is very long to read.	A study with two contrasting cases.	A study completed over a distinct period of time to map changes in social phenomena.	4
Why is it important to have well formulated research questions?	It gives greater clarity to the research process and what you wish to research.	It leads to more focused research.	It provides more structure to my work.	All of the above.	4
Which of the following should be included in a research proposal?	Your academic status and experience.	The difficulties you encountered with your previous reading on the topic.	Your choice of research methods and reasons for choosing them.	All of the above.	3
Numerical data, like the ratio scale data, can be classified into	class Intervals	interval ratio	nomial ratio	ranking order	1
Positive value of correlation means two associated variable are _____	Highly correlated	Minimal correlated	Positively correlated	Negatively correlated	3
Problems of heteroscedasticity is likely to be more common in _____	Cross-sectional data	Time series data	Sectional data	Clustered data	1
Ratio scales are like	Nominal scales with the brackets	Ordinal scales with ratios added	Interval scales with a true zero points	external scle with a true zero point	3
Relationship between correlation coefficient and coefficient of determination is that	both are unrelated	The coefficient of determination is the coefficient of correlation squared	The coefficient of determination is the square root of the coefficient of correlation	both are equal	2
What is a primary source?	A source found in an important book like an encyclopedia	A source created at the time of an event by an individual who was there	A source used often	A source created at the time of an event by an individual who was not there	2
There are how many primary scales of measurement?	3	4	5	6	2
What is the purpose of the conclusion in a research report?	It is just a summary what the article already said.	It summarizes the key findings in relation to the research questions.	It contains a useful review of the relevant literature.	It outlines the methodological procedures that were employed.	2
What symbol is used to represent chi-square?	π	Ψ	P	χ^2	4
What test statistic is used for a global test of significance?	Z test	t test	Chi-square test	F test	4
Which of the following is not the characteristic of a researcher?	He is not versatile in his interest and even in his native abilities	He is a specialist rather than a generalist	He is industrious and persistent on the trial of discovery	He is not inspirational to his chosen field but accepts the reality	1
Research in which the researcher uses the qualitative paradigm for one phase and the quantitative paradigm for another phase is known as.....	action research	quantitative research	basic research	mixed method research	4
Which of the following is the first step in starting the research process?	Searching sources of information to locate problem.	Survey of related literature	Identification of problem	Searching for solutions to the problem	3

Action research means	A longitudinal research	An applied research	A research initiated to solve an immediate problem	A research with socioeconomic objective	3
The essential qualities of a researcher are	Spirit of free enquiry	Reliance on observation and evidence	Systematization or theorizing of knowledge	All the above	4
A residual is defined as:	Error sum of squares	$Y-\hat{Y}$	Regression sum of squares	Type I Error	2
A statistical test used to determine the effect of two nominal predictor variables on a continuous outcome variable is called as _____.	Two-way ANOVA	Analysis of Variance	one-way analysis of variance (ANOVA)	ANCOVA	1
A problem identification must be formulated in simple, clear and declarative form.	TRUE	FALSE			2
Analysis of variance is a statistical method of:	comparing the standard deviations of several populations.	comparing the variances of several populations.	comparing the means of several populations.	comparing the proportions of several populations.	3
Any numerical value calculated from sample data is called:	Error	Statistic	Bias	Mean	2
Any variable that can be stated as influencing or impacting the dependent variable is referred as	Moderating Variables	Dependent Variable	Extraneous variables	independent variable	4
Application of scientific method in finding for truth about business phenomenon is called:	business research	hypothesis	conclusion	estimation	1
State True or False.Arrangement of data according to some logical pattern is called as Data Tabulation	TRUE	FALSE			1
Cross cultural studies are an example of:	Longitudinal design	Comparative design	Experimental design	Case study design	2
For sampling, which ONE of the following should be up-to-date, complete and affordable?	A census.	A CAPI machine.	A sampling frame.	A respondent.	3
How many dependent variables are used in multiple regression?	One	One or more	Two or more	Two	1
If time is of the essence for a research project,out of the following which is the preferred contact method is:	Mail	Telephone	Intercept interview	Personal interview	2
State True or False.In hypothesis testing, the hypothesis which is tentatively assumed to be true is called the null hypothesis.	TRUE	FALSE			1
In multiple item scale there is single item that play an important role in forming the underlying construct that the researcher is trying to measure.	TRUE	FALSE			2
Initial cluster centres in the non-hierarchical clustering that are the initial points from which one starts. Then the clusters are created around these seeds. It is called as:	Cluster seeds	Factorial Analysis	Multivariate analysis	Factor Analysis	1
-----involves the testing of the equality of means of two or more groups.	Completely randomized design	Two -way Anova	One way Anova	ANOVA	4
A residual is defined as	Error sum of squares	$Y-\hat{Y}$	Regression sum of squares	Type I Error	2
A _____ must be formulated in simple, clear and declarative form.	Research Questions	Research problem	Hypothesis	Problem Identification	3
Analysis of variance is a statistical method of comparing the _____ of several populations.	standard deviations	variances	means	proportions	3
Any numerical value calculated from sample data is called	Error	Statistic	Bias	Mean	2
Any variable that can be stated as influencing or impacting the dependent variable is referred as:	Moderating Variables	Dependent Variable	Extraneous variables	independent variable	4
Application of scientific method in finding for truth about business phenomenon is called	business research	hypothesis	conclusion	estimation	1
Arrangement of data according to some logical pattern is called as _____	Data Tabulation	data analysis	data coding	data processing	1
Generally the data of the research is	Quantitative only	Qualitative only	Both of the above	None of the above	3
Research can be conducted by a person who:	has studied research methodology	holds a postgraduate degree	possesses thinking and reasoning ability	is a hard worker	1

Unit 1 - Self Assessment Questions

Your last recorded submission was on 2022-01-24, 18:17 IST

Previous Score: 100%

Instructions:

Self Assessment Questions for Practice (Non-Graded)

Number of Questions: 10

Attempts: Multiple

1 point

Research is

- Searching again and again
- Finding solution to any problem
- Working in a scientific way to search for truth of any problem
- None of the above

Yes, the answer is correct.

Score: 1

Targeted Feedback:

-

Feedback:

Due to over use of word "research",it is misinterpreted.Research is the pursuit of truth through various experiments or investigation using scientific methods.

Accepted Answers:

Working in a scientific way to search for truth of any problem

1 point

Application of scientific method in finding for truth about business phenomenon is called

- Business research
- Hypothesis
- Conclusion
- Estimation

Yes, the answer is correct.

Score: 1

Targeted Feedback:

-

Feedback:

Business Research helps businesses to come up with various strategies to grow and prosper vertically and horizontally.

Accepted Answers:
Business research

1 point

Which of the following statement is wrong about the research

- A way to understand issues,create/increase public awareness
- To achieve business success
- The research has been carried out for invention
- None of these

Yes, the answer is correct.
Score: 1

Targeted Feedback:

•

Feedback:

Research is the pursuit of truth through various experiments or investigation using scientific methods.

Accepted Answers:
None of these

1 point

Which of the following is not the characteristic of a researcher?

- Incurious
- People Person
- His/Her soft Skills are up to the mark
- Apathetic

Yes, the answer is correct.
Score: 1

Targeted Feedback:

•

Feedback:

The basis of being a good researcher is to be able to communicate and convey the message properly with all possible means ,come up with ideas.For researcher problems are an opportunity to be come up with solutions.

Accepted Answers:

Incurious

1 point

Marketing department of a business organization carries out researches related to:

- Product
- Pricing
- Promotion
- All the Above

Yes, the answer is correct.

Score: 1

Targeted Feedback:

•

Feedback:

Marketing department carries out research related to P's, C's and M's of Marketing. It focuses on wholesome development of the organization.

Accepted Answers:

All the Above

1 point

Exploratory research is used to gain a deeper understanding of the issue or problem that is troubling the decision maker

- TRUE
- FALSE

Yes, the answer is correct.

Score: 1

Targeted Feedback:

•

Feedback:

In itself Exploratory Research is not useful in helping to make decisions but provides insights and understanding of the problems which lays the road to make decisions.

Accepted Answers:

TRUE

1 point

Research study might not always begin with a hypothesis

- TRUE
- FALSE

Yes, the answer is correct.

Score: 1

Targeted Feedback:

•

Feedback:

*Not all quantitative research need **hypotheses**(plural of hypothesis).Descriptive studies don't need hypotheses.But, Randomized Control Trial,Experimental studies,also when we want to inferential statistics,we require having hypotheses.*

Accepted Answers:

TRUE

1 point

Conclusive research is especially carried out to test and validate the study of hypotheses

TRUE

FALSE

Yes, the answer is correct.

Score: 1

Targeted Feedback:

•

Feedback:

As the name suggests conclusive research is a form of research which is meant to give information to reach conclusions or to make decisions which is fulfilled by Hypotheses testing.

Accepted Answers:

TRUE

1 point

The data collection methods may be classified in to _____ data methods.

Primary and Secondary

Secondary

Primary

Formative

Yes, the answer is correct.

Score: 1

Targeted Feedback:

•

Feedback:

Primary Data is the data which is collected by the person for the sole purpose of his/her study,i.e.it is first hand data.

Secondary is the data collected by someone other than the user ,i.e.it is second hand data which used and analyzed for different purpose.

Accepted Answers:

Primary and Secondary

1 point

A causal study is one that _____.

- attempts to capture a population's characteristics by making inferences from a sample's characteristics and testing resulting hypotheses
- Emphasizes a full contextual analysis of a few events or conditions and their interrelations
- Discovers answers to the questions who, what, when, where, or how much
- Attempts to reveal why or how one variable produces changes in another

Yes, the answer is correct.

Score: 1

Targeted Feedback:

Feedback:

As the name suggests,Causal study investigates cause-and-effect relationships of variables.It is preplanned,structured in design.Thus,due to such nature of this study it is also known as **explanatory** research and **conclusive** research.

Accepted Answers:

Attempts to reveal why or how one variable produces changes in another

Check Answers and Submit

Your score is: 10/10

Unit 2 - Self Assessment Questions

Assignment not submitted

Instructions:

Self Assessment Questions for Practice (Non-Graded)

Number of Questions: 10

Attempts: Multiple

1 point

A good quantitative problem statement:

- Defines the independent and dependent variables

- Specifies a research hypothesis to be tested
- Specifies the relationship between variables that the researcher expects to find
- All of the above

Yes, the answer is correct.

Score: 1

Feedback:

A good quantitative problem statement: 1. Defines the independent and dependent variables 2. Conveys a sense of emerging design 3. Specifies a research hypothesis to be tested 4. Specifies the relationship between variables that the researcher expects to find

Accepted Answers:

All of the above

1 point

Sources of researchable problems can include:

- Researchers' own experiences as educators
- Practical issues that require solutions
- Theory and past research
- All of the above

Yes, the answer is correct.

Score: 1

Feedback:

Sources of researchable problems can include: Primary, secondary, and tertiary depending on the need of data source for the coursework prior searching for information

Accepted Answers:

All of the above

1 point

Every research proposal, regardless of length should include two basic sections. They are:

- Research question and research methodology
- Research proposal and bibliography
- Research method and schedule
- Research question and bibliography

Yes, the answer is correct.

Score: 1

Feedback:

The other steps of research proposal revolve around Research question and research methodology.

Accepted Answers:

Research question and research methodology

1 point

The purpose of the research proposal is:

- To generate monetary sources for the organization
- To present management question to be researched and its importance
- To discuss the research efforts of others who have worked on related management question.
- To be informative and persuasive that wil convince the reader to do something.

Yes, the answer is correct.

Score: 1

Feedback:

Research Proposals are meant to be informative and persuasive as they attempt to convince the reader to do something. In addition to this, the goal of the researcher is not only to persuade the reader but also to make the person believe and make him/her understand that the solution is practical and appropriate.

Accepted Answers:

To be informative and persuasive that will convince the reader to do something.

1 point

A proposal is also known as a:

- Work plan
- Prospectus
- Outline
- All of the above

Yes, the answer is correct.

Score: 1

Feedback:

A proposal aims to show the worth of our project. It explains the context, objectives and research methodology.

Accepted Answers:

All of the above

1 point

Any assumption that the researcher makes on the probable direction of the results that might be obtained on completion of the research process is termed as a hypothesis.

- TRUE
- FALSE

Yes, the answer is correct.

Score: 1

Feedback:

Hypothesis is an educated guess which waits to get proved or disproved.

Accepted Answers:

TRUE

1 point

According to Grinnell (1993) 'A hypothesis is written in such a way that it can be proven or disproven by valid and reliable data— it is in order to obtain these data that we perform our study'.

- TRUE
- FALSE

Yes, the answer is correct.
Score: 1

Accepted Answers:
TRUE

1 point

The research proposal provides an opportunity to identify any shortfalls in the logic or the assumption of the study.

- TRUE
- FALSE

Yes, the answer is correct.
Score: 1

Feedback:

It is the basis of Research Report. So, having research proposal gives a chance to think and evaluate our thought process and ground reality before embarking on Research

Accepted Answers:
TRUE

1 point

A _____ is written in such a way that it can be proven or disproven by valid and reliable data

- Hypothesis
- Testing
- Reliability
- Statistical Analysis

Yes, the answer is correct.
Score: 1

Feedback:

*A hypothesis is used in an experiment to define the relationship between two **variables**. The purpose of a hypothesis is to find the answer to a question.*

Accepted Answers:
Hypothesis

1 point

The _____ is the hypothesis used in hypothesis testing that is contrary to the null hypothesis.

- Alternative hypothesis
- Testing
- Reliability
- Statistical Analysis

Yes, the answer is correct.

Score: 1

Feedback:

The word "null" in this context means that it's a commonly accepted fact that researchers work to nullify (the hypothesis). Null hypothesis is the hypothesis of "no difference".

Thus, Alternate hypothesis is the Hypothesis where Scientists try to prove.

Accepted Answers:

Alternative hypothesis

Check Answers and Submit

Your score is: 10/10

Unit 3 - Self Assessment Questions

Assignment not submitted

Instructions:

Self Assessment Questions for Practice (Non-Graded)

Number of Questions: 10

Attempts: Multiple

1 point

What is research design?

- Searching again and again
- Finding solution to any problem
- Arrangement of conditions for collection and analysis of data
- Describe the data and characteristics

Yes, the answer is correct.

Score: 1

Feedback:

Research design is a plan to answer your research question.

A research method is a strategy used to implement that plan.

Research design helps in collecting information to make the research successful.

Accepted Answers:

Arrangement of conditions for collection and analysis of data

1 point

What is a cross-sectional design?

- A comparison of two or more variables longitudinally
- A design that is devised when the researcher is in a bad mood.
- The collection of data from more than one cases at one moment in time.
- Research into one particular section of society, e.g. the middle classes.

Yes, the answer is correct.

Score: 1

Feedback:

Some points to be remembered regarding Cross-Sectional Study:

- *The study takes place at a single point in time*
- *It does not involve manipulating variables*
- *It allows researchers to look at numerous characteristics at once (age, income, gender, etc.)*
- *It's often used to look at the prevailing characteristics in a given population*
- *It can provide information about what is happening in a current population*

Accepted Answers:

The collection of data from more than one cases at one moment in time.

1 point

If a study is "reliable", this means that:

- the methods are outlined in the methods discussion clearly enough for the research to be replicated.
- the measures devised for concepts are stable on different occasions.
- the findings can be generalized to other social phenomena
- it was conducted by a reputable researcher who can be trusted.

Yes, the answer is correct.

Score: 1

Feedback:

Irrespective of who has done the research, Person(s) or Organization.

The reliability is when there is some level of consistency on all fronts of research.

Accepted Answers:

the measures devised for concepts are stable on different occasions.

1 point

"Internal validity" refers to:

- whether or not there is really a causal relationship between two variables.
- whether or not the findings are relevant to the researchers' everyday lives.
- the extent to which the researcher believes that this was a worthwhile project.
- how accurately the measurements represent underlying concepts.

Yes, the answer is correct.

Score: 1

Feedback:

It establishes the trustworthiness of cause-and -effect relationship between treatment and outcome.

Accepted Answers:

whether or not there is really a causal relationship between two variables.

1 point

The term 'external validity' is concerned with:

- the question of whether the results of a study can be generalized beyond the specific research context.
- whether the research question is judged to be a good research question by those outside the study.
- the question of whether or not social scientific findings are applicable to people's every day, natural social settings.
- an ambiguous concept whose meaning depends on how it is defined.

Yes, the answer is correct.

Score: 1

Feedback:

External validity is the extent to which results of a study can be generalized to the world at large.

Accepted Answers:

the question of whether the results of a study can be generalized beyond the specific research context.

1 point

The main strength of longitudinal research is the capacity that it has to study change and development.

- TRUE
- FALSE

Yes, the answer is correct.

Score: 1

Feedback:

Because variables are studied across the period of time(short or long)

Accepted Answers:

TRUE

1 point

Positivism focuses on the subjective meaning of the subject under investigation.

- TRUE
- FALSE

Yes, the answer is correct.

Score: 1

Feedback:

Positivism views trustworthiness of knowledge depends only "factual" knowledge gained through observation (the senses), including measurement.

Accepted Answers:

FALSE

1 point

Focus group discussions technique is originally from sociology which actively used in business research

- TRUE

FALSE

Yes, the answer is correct.

Score: 1

Accepted Answers:

TRUE

1 point

The Research Method is the technique to collect _____required to answer the research problem.

- The sample
- The market research
- The Data
- The Information

Yes, the answer is correct.

Score: 1

Feedback:

Research methods are the methods of data collection.

Information is data put in context,which is related and aligned with other parts of data .

Data are elements of analysis.

Information is data with context.

Accepted Answers:

The Data

1 point

The execution details of the research question to be investigated are refer to as the_____

- Concept design
- Content design
- Research Design
- Secondary design

Yes, the answer is correct.

Score: 1

Feedback:

Research Design is the plan to carry out the research.

Accepted Answers:

Research Design

Check Answers and Submit

Your score is: 10/10

Unit 4 - Self Assessment Questions

Assignment not submitted

Instructions:

Self Assessment Questions for Practice (Non-Graded)

Number of Questions: 10

Attempts: Multiple

1 point

A study is based on 30 people (across three focus groups). What type of study is this?

- Qualitative study.
- Structured study
- Quantitative study
- None

Yes, the answer is correct.

Score: 1

Feedback:

A focus group is qualitative research because it asks participants for open-ended responses conveying thoughts or feelings.

Accepted Answers:

Qualitative study.

1 point

A study is based on 1000 people interviewed face to face in shopping centres. What type of study is this?

- Ethnographic study.
- Qualitative study.
- Self-completion study.
- Questionnaire study.

Yes, the answer is correct.

Score: 1

Accepted Answers:

Questionnaire study.

1 point

Which one of the following is a data collection method?

- The interview.
- The onion.
- The case study
- Positivism

Yes, the answer is correct.

Score: 1

Accepted Answers:

The interview.

1 point

The contact method that minimizes interviewer bias is:

- Mail
- Telephone
- Intercept interview
- Focus group

Yes, the answer is correct.

Score: 1

Feedback:

The interviewer's expectations or opinions may interfere with their objectivity or interviewees may react differently to their personality or social background. Both mistrust and over-rapport can affect outcomes.

Accepted Answers:

Mail

1 point

If time is of the essence for a research project, the preferred contact method is:

- Mail
- Telephone
- Intercept interview
- Personal interview

Yes, the answer is correct.

Score: 1

Accepted Answers:

Telephone

1 point

There are only two types of data: Primary and Secondary

- TRUE
- FALSE

Yes, the answer is correct.

Score: 1

Accepted Answers:

TRUE

1 point

The researcher has access to two major sources of data: original as in primary data or secondary data.

- TRUE

FALSE

Yes, the answer is correct.

Score: 1

Accepted Answers:

TRUE

1 point

Source of data placed outside the organization is termed external data source.

TRUE

FALSE

Yes, the answer is correct.

Score: 1

Accepted Answers:

TRUE

1 point

A focus group discussion generally involves a _____ who steers the discussion on the topic under study .

Moderator

Mentor

Leader

instructor

Yes, the answer is correct.

Score: 1

Feedback:

It involves people of same background coming together and discussing on various topics

Accepted Answers:

Moderator

1 point

Observing the remains or the leftovers of the consumers' basket is referred to as _____ .

Structured observation

Unstructured observation

Trace analysis

Mechanical Observation

Yes, the answer is correct.

Score: 1

Feedback:

In trace analysis, data collection is based on physical traces, or evidence, of past behaviour.lyt is useful in marketing research.

Here , "basket" is from Market Basket Analysis.

Accepted Answers:

Trace analysis

Check Answers and Submit

Your score is: 10/10

Unit 5 - Self Assessment Questions

Assignment not submitted

Instructions:

Self Assessment Questions for Practice (Non-Graded)

Number of Questions: 10

Attempts: Multiple

1 point

Type of rating scale which represents response of respondents by marking at appropriate point is classified as

- Graphic rating scale
- Responsive scale
- Pointed scale
- Marking scale

Yes, the answer is correct.

Score: 1

Feedback:

Graphic rating scale is a type of performance appraisal method. Thus, employers use this to quantify the behaviors displayed by its employees.

Accepted Answers:

Graphic rating scale

1 point

Scale which is used to determine ratios equality is considered as

- Satisfactory scale
- Ratio scale
- Goodness scale
- Exponential scale

Yes, the answer is correct.

Score: 1

Feedback:

The ratio scale of measurement is similar to the interval scale in that it also represents quantity and has equality of units with one major difference: zero is meaningful (no numbers exist below the zero).

Accepted Answers:

Ratio scale

1 point

Scale which categorize events in collectively exhaustive manner and mutually exclusive manner is classified as

- Discrete scale
- Continuous scale
- Valid scale
- Nominal scale

Yes, the answer is correct.

Score: 1

Feedback:

Example for Nominal Scale: Gender-"Male", "Female", "Non-Binary"

Collectively exhaustive means that the events together make up everything that can possibly happen.

Mutually exclusive means describing two or more events that cannot coincide

Accepted Answers:

Nominal scale

1 point

Measurement scale in which values are categorized to represent qualitative differences and ranked in meaningful manner is classified as

- Valid scale
- Discrete scale
- Ordinal scale
- Continuous scale

Yes, the answer is correct.

Score: 1

Accepted Answers:

Ordinal scale

1 point

Measure of how well is a technique, concept or process is considered as

- Continuity of variables
- Goodness of variables
- Validity
- Reliability

Yes, the answer is correct.

Score: 1

Feedback:

A rating scale is valid if it measures what it is intended to measure in the specific study. The validity of a scale is subjective and specific to study.

Accepted Answers:

Validity

1 point

Paired comparison scaling is useful when the number of brands is large, because it requires direct comparison and overt choice.

TRUE

FALSE

Yes, the answer is correct.

Score: 1

Feedback:

Here, respondent is shown two or more than two objects at the same time and is asked to select one according to the defined criterion.

The resulting data are ordinal in nature.

Accepted Answers:

TRUE

1 point

In constant scaling, if an attribute is twice as important as some other attribute, it receives twice as many points.

TRUE

FALSE

Yes, the answer is correct.

Score: 1

Accepted Answers:

TRUE

1 point

It is the obligation of the researcher to obtain data that are most appropriate, given the research questions to be answered.

TRUE

FALSE

Yes, the answer is correct.

Score: 1

Feedback:

Yes, it is the basis of being a researcher. Like Doctor takes oath to treat patient without any malice in heart, irrespective of person or situation this goes same for researcher to go out and give best.

Accepted Answers:

TRUE

1 point

The rankings of teams in a tournament constitute a _____ scale.

- Nominal
- Ordinal
- Interval
- Ratio

Yes, the answer is correct.

Score: 1

Feedback:

As the name goes Ordinal Scale is the scale of order,like order of choices,here,rank.

Accepted Answers:

Ordinal

1 point

In business research, attitudinal data obtained from rating scales are often treated as _____ data.

- Nominal
- Ordinal
- Interval
- Ratio

Yes, the answer is correct.

Score: 1

Feedback:

Interval scales are widely used in marketing research to obtain data from respondents and are the most popular of all the primary scales.

Eg:- 5 pointer Likert Scale- 1:Strongly Disagree 5:Strongly Agree

Accepted Answers:

Interval

Check Answers and Submit

Your score is: 10/10

Unit 6 - Self Assessment Questions

Assignment not submitted

Instructions:

Self Assessment Questions for Practice (Non-Graded)

Number of Questions: 10

Attempts: Multiple

1 point

Suppose you are doing a survey in which sample quality and precision are of utmost importance, and you need to ask some critical open-ended questions. Which survey mode would work best?

- face-to-face interview

- telephone interview
- mail questionnaire
- mixed mode combining telephone interviews with a mailed questionnaire

Yes, the answer is correct.

Score: 1

Feedback:

"Actions speak louder than words". In face-to-face interview we can collect information with keen observation and engage the respondent till we get the answers.

Accepted Answers:

face-to-face interview

1 point

Planning a survey involves two concurrent activities: construction of the survey instrument and -----
-----.

- Selection of the sample.
- Selection of the survey mode.
- Coding of variables.
- Selection of the survey design.

Yes, the answer is correct.

Score: 1

Feedback:

Sample is not just number of people, it is also type of people with the respective culture of that specific place/location. This influences the outcome of survey and defines the route for further study.

Accepted Answers:

Selection of the sample.

1 point

The schedule used to measure the attitude or opinion is known as

- Rating Schedule
- Interview schedule
- Document schedule
- Observation schedule

Yes, the answer is correct.

Score: 1

Accepted Answers:

Rating Schedule

1 point

What is your age? This is which type of question?

- Open-ended Question

- Close-ended Question
- Dichonoums Question
- Multiple Choice Questions

Yes, the answer is correct.

Score: 1

Feedback:

Open-ended questions start with "What" and "How". That helps people to open up (motive of this type of questions). Please avoid "Why" while framing questions that makes people defensive.

Accepted Answers:

Open-ended Question

1 point

Personal interviews conducted in shopping malls are known as

- Mall Interview
- Mall Intercept interview
- Brief Interviews
- Close interview

Yes, the answer is correct.

Score: 1

Feedback:

As the name goes, respondents in malls are intercepted in malls and such heavy traffic areas to get the information or invited to record their response. It is frequently used in Marketing Research

Accepted Answers:

Mall Intercept interview

1 point

The non-formalized concealed questionnaire is the most frequently used questionnaire.

- TRUE
- FALSE

Yes, the answer is correct.

Score: 1

Accepted Answers:

TRUE

1 point

Interviewer bias is highest in a telephonic survey.

- TRUE
- FALSE

Yes, the answer is correct.

Score: 1

Feedback:

Not high as that of face-to-face interviews

Accepted Answers:

FALSE

1 point

Qualifying questions are also termed as filter questions.

TRUE

FALSE

Yes, the answer is correct.

Score: 1

Accepted Answers:

TRUE

1 point

A _____ is a written instrument used to obtain information from study subjects.

Questionnaire

Schedule

Structured

In open-ended questions

Yes, the answer is correct.

Score: 1

Feedback:

A valid questionnaire is

- *Relevant – Does the questionnaire obtain the information it was designed to seek?*
- *Complete – Was all desired relevant information obtained?*
- *Accurate – Can reliance be placed upon the responses to the questions?*

Accepted Answers:

Questionnaire

1 point

A telephone interview survey tends to have a higher response rate than a _____ study and shorter answers to open-ended questions than a _____ study.

mailed questionnaire; mailed questionnaire

mailed questionnaire; face-to-face interview

face-to-face interview; face-to-face interview

face-to-face interview; mailed questionnaire

Yes, the answer is correct.

Score: 1

Accepted Answers:

mailed questionnaire; face-to-face interview

Check Answers and Submit

Your score is: 10/10

Unit 7 - Self Assessment Questions

Assignment not submitted

Instructions:

Self Assessment Questions for Practice (Non-Graded)

Number of Questions: 10

Attempts: Multiple

1 point

Interviewing all members of a given population is called:

- A Sample.
- A Gallup poll.
- A Census.
- A Nielsen Audit.

Yes, the answer is correct.

Score: 1

Accepted Answers:

A Census.

1 point

Which ONE of the following classifications contains divisions with the labels A, B, C1, C2, D and E?

- Social class.
- Socio-economic groupings.
- Socio-economic classes.
- Social grade.

Yes, the answer is correct.

Score: 1

Accepted Answers:

Socio-economic classes.

1 point

Sampling means following a sequence of stages. Which ONE of the following stages should come before the others?

- Proceed with the fieldwork.
- Find suitable source for the population members.
- Define the people of interest.
- Examine the objective of the study.

Yes, the answer is correct.

Score: 1

Feedback:

Research Problem and what we want to achieve through it, i.e. Objectives, is the reason why we carry out research.

Accepted Answers:

Examine the objective of the study.

1 point

Which ONE of these sampling methods is a probability method?

- Quota.
- Judgement.
- Convenience.
- Simple random

Yes, the answer is correct.

Score: 1

Accepted Answers:

Simple random

1 point

For sampling, which ONE of the following should be up-to-date, complete and affordable?

- A census.
- A CAPI machine.
- A sampling frame
- A respondent.

Yes, the answer is correct.

Score: 1

Feedback:

A sampling frame is the source material or device from which a sample is drawn. It is a list of all those within a population who can be sampled, and may include individuals, households or institutions.

Accepted Answers:

A sampling frame

1 point

A perfect representative sample is one that exactly represents the population from which it is taken.

- TRUE
- FALSE

Yes, the answer is correct.

Score: 1

Accepted Answers:

TRUE

1 point

Simple random sampling involves you selecting the sample at random from the sampling frame using either random number tables, either manually or by using computer.

- TRUE
- FALSE

Yes, the answer is correct.

Score: 1

Accepted Answers:

TRUE

1 point

Quota sampling means simply that the research manager gives an interviewer a target of completing 100 interviews.

- TRUE
- FALSE

Yes, the answer is correct.

Score: 1

Feedback:

Quota sampling, as the name suggests, is to fix a quota of respondents for each category.

Accepted Answers:

TRUE

1 point

The process of selecting the right individuals, _____ for a study is known as sampling

- Group
- Events
- Objects or events
- None

Yes, the answer is correct.

Score: 1

Feedback:

Sampling is the statistical process of selecting a subset (called a "sample") of a population of interest for purposes of making observations and statistical inferences about that population.

Accepted Answers:

Objects or events

1 point

An element comprises a _____ of the population.

- Multiple Member
- Single member

- Groups of Members
- Single Group

Yes, the answer is correct.
Score: 1

Accepted Answers:
Single member

Check Answers and Submit

Your score is: 10/10

Unit 8 - Self Assessment Questions

Assignment not submitted

Instructions:

Self Assessment Questions for Practice (Non-Graded)

Number of Questions: 10

Attempts: Multiple

1 point

10–15 years; 16–20 years; 21 years and beyond is an example of:

- Inclusive class interval
- Exclusive class interval
- Class interval
- None of the above

Yes, the answer is correct.
Score: 1

Feedback:

When the lower and the upper class limit is included, then it is an inclusive class interval

Accepted Answers:

Inclusive class interval

1 point

Numerical data, like the ratio scale data, can be classified into:

- Class intervals
- Fields
- Files
- Codes

Yes, the answer is correct.
Score: 1

Feedback:

Class intervals are important thing to create frequency distribution.

Accepted Answers:

Class intervals

1 point

What you call process of identifying and denoting a numeral to the responses given by a respondent.

- Coding
- Encoding
- Processing
- Central in-house editing

Yes, the answer is correct.

Score: 1

Feedback:

A Numeral is a figure, symbol, or group of figures or symbols denoting a number. This paves the way to do coding of given data.

Accepted Answers:

Coding

1 point

Coding scheme for all the variables under study is called

- Code Book
- Data coding
- Data processing

Yes, the answer is correct.

Score: 1

Feedback:

Codebook has list of numerals which are used to encode and decode information.

Accepted Answers:

Code Book

1 point

From the following which is the Standard format for signifying missing value in double column variable

- 09
- 11
- 00
- 99

Yes, the answer is correct.

Score: 1

Feedback:

'09' can't be used when Likert is 10 pointer or of more pointer scale.

Accepted Answers:

09

1 point

The smallest code entry a researcher makes in a code book is a field.

- TRUE
 FALSE

Yes, the answer is correct.

Score: 1

Feedback:

In codebook,field is the cell of the table

Accepted Answers:

TRUE

1 point

Several fields together can be clubbed into a record.

- TRUE
 FALSE

Yes, the answer is correct.

Score: 1

Feedback:

In codebook,Record is the row of the table

Accepted Answers:

TRUE

1 point

In a data matrix, every column represents a single case.

- TRUE
 FALSE

Yes, the answer is correct.

Score: 1

Feedback:

Every column corresponds to variable,whereas,row corresponds to unique case

Accepted Answers:

FALSE

1 point

In case the question is like likert type question and it has agreement/ disagreement on five point scale, the number of corresponding columns in the code book would be _____.

- One
 Two
 Three

Symbole

Yes, the answer is correct.

Score: 1

Feedback:

Codebooks are used by researchers to serve two main purposes:

- to provide a guide for **coding** responses and
- to serve as documentation of the layout and **code** definitions of a data file.

Data files usually contain one line for each observation, such as a record or person

Accepted Answers:

One

1 point

Going back to the respondent to check any errors during questionnaire administration is known as

Backtracking

Coding

Processing

Central in-house editing

Yes, the answer is correct.

Score: 1

Feedback:

Backtracking consumes the valuable time. It's better to invest some more time on collecting appropriate data from respondents.

Accepted Answers:

Backtracking

Check Answers and Submit

Your score is: 10/10

Unit 9 - Self Assessment Questions

Assignment not submitted

Instructions:

Self Assessment Questions for Practice (Non-Graded)

Number of Questions: 10

Attempts: Multiple

1 point

The standard deviation is:

The square root of the variance

A measure of variability

- An approximate indicator of how numbers vary from the mean
- All of the above

Yes, the answer is correct.

Score: 1

Feedback:

The standard deviation is a statistic that measures the dispersion of a dataset. More the spread of data higher value of standard deviation

Accepted Answers:

All of the above

1 point

The most frequently occurring number in a set of values is called

- Mean
- Median
- Mode
- Range

Yes, the answer is correct.

Score: 1

Accepted Answers:

Mode

1 point

The positive square root of the variance is called-----.

- Standard deviation.
- Deviation
- Positive Deviation
- Simple Deviation

Yes, the answer is correct.

Score: 1

Accepted Answers:

Standard deviation.

1 point

Except Nominal, which measure of central tendency can be calculated for all the scales?

- Mean
- Mode
- Median
- Range

Yes, the answer is correct.

Score: 1

Feedback:

Conceptually, finding the median is fairly simple we arrange the observations in order from least to greatest and then find which number falls in the middle

Accepted Answers:

Median

1 point

In a grouped frequency distribution, the intervals should be what?

- Mutually exclusive
- Exhaustive
- Both A and B
- Neither A nor B

Yes, the answer is correct.

Score: 1

Feedback:

Mutually exclusive means two or more events that cannot coincide.

Exhaustive means considering all elements of the data.

Accepted Answers:

Both A and B

1 point

The coefficient of variation as a measure of dispersion is independent of units of measurement

- TRUE
- FALSE

Yes, the answer is correct.

Score: 1

Accepted Answers:

TRUE

1 point

The range could be obtained from interval scale data

- TRUE
- FALSE

Yes, the answer is correct.

Score: 1

Feedback:

Range= Maximum value -Minimum value

Accepted Answers:

TRUE

1 point

The coefficient of variation may be computed for interval scale data.

- TRUE
 FALSE

Yes, the answer is correct.

Score: 1

Feedback:

Coefficient of Variance= *standard deviation/mean*

The coefficient of variation is to be computed only for data measured on a ratio scale, as it has true zero.

Accepted Answers:

FALSE

1 point

As a general rule, the _____ is the best measure of central tendency because it is more precise.

- Mean
 Median
 Mode
 Range

Yes, the answer is correct.

Score: 1

Feedback:

The mean is preferred over other measures of central tendencies because it includes all the values in the data set for its calculation, and is sensitive to change in values

Accepted Answers:

Mean

1 point

Non-overlapping categories or intervals are known as _____.

- Inclusive
 Exhaustive
 Mutually exclusive
 Mutually exclusive and exhaustive

Yes, the answer is correct.

Score: 1

Accepted Answers:

Mutually exclusive

Check Answers and Submit

Your score is: 10/10

Unit 10 - Self Assessment Questions

Assignment not submitted

Instructions:

Self Assessment Questions for Practice (Non-Graded)

Number of Questions: 10

Attempts: Multiple

1 point

A Type II error is the error of

- Accepting H_0 when it is false
- Accepting H_0 when it is true
- Rejecting H_0 when it is false
- Rejecting H_0 when it is true

Yes, the answer is correct.

Score: 1

Feedback:

The second type of error that can be made in significance testing is failing to reject a false null hypothesis. This kind of error is called a Type II error. Unlike a Type I error, a Type II error is not really an error. When a statistical test is not significant, it means that the data do not provide strong evidence that the null hypothesis is false.

Accepted Answers:

Accepting H_0 when it is false

1 point

In a criminal trial, a Type II error is made when:

- a guilty defendant is acquitted (set free)
- an innocent person is convicted (sent to jail)
- a guilty defendant is convicted
- an innocent person is acquitted

Yes, the answer is correct.

Score: 1

Feedback:

The second type of error that can be made in significance testing is failing to reject a false null hypothesis. This kind of error is called a Type II error. Unlike a Type I error, a Type II error is not really an error. When a statistical test is not significant, it means that the data do not provide strong evidence that the null hypothesis is false.

Accepted Answers:

a guilty defendant is acquitted (set free)

1 point

In a two-tail test for the population mean, if the null hypothesis is rejected when the alternative is true, then:

- a Type I error is committed
- a Type II error is committed
- a correct decision is made
- a one-tail test should be used instead of a two-tail test

Yes, the answer is correct.

Score: 1

Feedback:

No error is committed when true hypothesis is accepted.

Accepted Answers:

a correct decision is made

1 point

In a one-tail test for the population mean, if the null hypothesis is not rejected when the alternative hypothesis is true, then:

- a Type I error is committed
- a Type II error is committed
- a correct decision is made
- a two-tail test should be used instead of a one-tail test

Yes, the answer is correct.

Score: 1

Feedback:

Type II error is made when significance testing is failing to reject a false null hypothesis.

Accepted Answers:

a Type II error is committed

1 point

Which of the following p-values will lead us to reject the null hypothesis if the significance level of the test is 5%?

- 0.15
- 0.1
- 0.06
- 0.025

Yes, the answer is correct.

Score: 1

Feedback:

p-value < alpha=0.05, we reject(fail to accept) the null hypothesis.

Accepted Answers:

0.025

1 point

A null hypothesis is denoted by H_0 .

- TRUE
- FALSE

Yes, the answer is correct.
Score: 1

Feedback:

The null hypothesis is generally denoted as H_0 . It defines the statement which states that there is no exact or actual relationship between the variables which is opposite of what investigator or experimenter expects.

Accepted Answers:
TRUE

1 point

The alternative hypotheses are denoted by H_1 .

- TRUE
- FALSE

Yes, the answer is correct.
Score: 1

Feedback:

The alternative hypothesis is generally denoted as H_1 . It is what an investigator or an experimenter predicts or expects.

Accepted Answers:
TRUE

1 point

A test is called one-sided (or one-tailed) only if the null hypothesis gets rejected when a value of the test statistic falls in one specified tail of the distribution.

- TRUE
- FALSE

Yes, the answer is correct.
Score: 1

Feedback:

A one-tailed test is a statistical test in which the critical area of a distribution is one-sided so that it is either greater than or less than a certain value, but not both.

Accepted Answers:
TRUE

1 point

In hypothesis testing, the hypothesis which is tentatively assumed to be true is called the

-
- Correct hypothesis
- Null hypothesis
- Alternative hypothesis

Level of significance

Yes, the answer is correct.

Score: 1

Feedback:

Hypothesis testing is a form of statistical inference that uses data from a sample to draw conclusions about a population parameter or a population probability distribution. First, a tentative assumption is made about the parameter or distribution. This assumption is called the null hypothesis and is denoted by H_0 .

Accepted Answers:

Null hypothesis

1 point

When the null hypothesis has been true, but the sample information has resulted in the rejection of the null, a _____ has been made.

Level of significance

Type II error

Critical value

Type I error

Yes, the answer is correct.

Score: 1

Feedback:

Type I error occurs when a significance test results in the rejection of a true null hypothesis. The Type I error is error unlike Type II error

Accepted Answers:

Type I error

Check Answers and Submit

Your score is: 10/10

Unit 11 - Self Assessment Questions

Assignment not submitted

Instructions:

Self Assessment Questions for Practice (Non-Graded)

Number of Questions: 10

Attempts: Multiple

1 point

What type of data do you need for a chi-square test?

Categorical

Ordinal

Ratio

Interval

Yes, the answer is correct.

Score: 1

Feedback:

The Chi Square statistic is commonly used for testing relationships between categorical variables. The data used in calculating a chi-square statistic must be random, raw, mutually exclusive, drawn from independent variables, and drawn from a large enough sample.

Accepted Answers:

Categorical

1 point

How many variables do you need to run a one-sample chi-square analysis?

- At least 4
- At least 2
- At least 3
- You should only have 1

Yes, the answer is correct.

Score: 1

Feedback:

One-sample chi-square test is used to test whether a single categorical variable follows a hypothesized population distribution.

Accepted Answers:

You should only have 1

1 point

What is the purpose of a goodness-of-fit test?

- To identify significant effects
- To assesses whether the central tendency, variability and distribution of sample is different from that of the population
- To assess whether there is a significant difference between a collection of categorical data
- To extract factors from the data

Yes, the answer is correct.

Score: 1

Feedback:

It tells you if your sample data represents the data you would expect to find in the actual population.

Accepted Answers:

To assesses whether the central tendency, variability and distribution of sample is different from that of the population

1 point

How many cases(count/frequency) need to appear in one category for chi-square?

- 5
- 8
- 7
- 3

Yes, the answer is correct.

Score: 1

Feedback:

In Chi-square test, we compare observed frequency (that we measure directly from the data) with the expected frequency. We calculate expected frequency (in Chi-square for independence) for each cell. The assumption suggests that no cell should have expected frequency of less than 5.

Accepted Answers:

5

1 point

How can you deal with low expected values?

- You can increase your sample size or combine categories
- None of these
- You can transform your data
- You have to redo your experiment

Yes, the answer is correct.

Score: 1

Feedback:

If we have expected counts below 5, we can also use Fisher's Exact Test as an alternative to a chi-square test.

Accepted Answers:

You can increase your sample size or combine categories

1 point

For the application of a chi-square test, the expected frequency in each cell should have frequency should not be less than five

- TRUE
- FALSE

Yes, the answer is correct.

Score: 1

Targeted Feedback:

•

Feedback:

Conditions for chi-square goodness of fit test :

Sampling method is simple random sampling.

Variable is categorical.

Expected value of the number of sample observations in each level of the variable is at least 5.

Accepted Answers:

TRUE

1 point

The sample value of the chi-square can be negative.

TRUE

FALSE

Yes, the answer is correct.

Score: 1

Feedback:

The sample value of a chi square cannot be negative because it is based on a sum of squared differences (between obtained and expected results).

Accepted Answers:

FALSE

1 point

In a cross-table, where chi-square test is applied, the null hypothesis is that the two variables are associated

TRUE

FALSE

Yes, the answer is correct.

Score: 1

Feedback:

Null Hypothesis is the hypothesis of no difference

Accepted Answers:

TRUE

1 point

Positive value of correlation means two associated variable are_____

Highly correlated

Minimal correlated

Positively correlated

Negatively correlated

Yes, the answer is correct.

Score: 1

Feedback:

A positive correlation exists when one variable decreases as the other variable decreases, or one variable increases while the other increases

Accepted Answers:

Positively correlated

1 point

Problems of heteroscedasticity is likely to be more common in _____

- Cross-sectional data
- Time series data
- Sectional data
- Clustered data

Yes, the answer is correct.

Score: 1

Feedback:

***Heteroscedasticity** is likely to be more common in cross sectional than in time series data. given point in time. These members may be of different sizes, income, etc. because one generally collects the data for the same entity over a period of time.*

Accepted Answers:

Cross-sectional data

Check Answers and Submit

Your score is: 10/10

Unit 12 - Self Assessment Questions

Assignment not submitted

Instructions:

Self Assessment Questions for Practice (Non-Graded)

Number of Questions: 10

Attempts: Multiple

1 point

A technique used to compare means of two or more samples (using the F distribution).

- Analysis of variance
- Analysis
- Two-way Anova
- one-way analysis of variance (ANOVA)

Yes, the answer is correct.

Score: 1

Feedback:

The ANOVA tests the null hypothesis, which states that samples in all groups are drawn from populations with the same mean values.

F-test is conducted to test the hypothesis whether the true variances are equal or not.

Accepted Answers:

Analysis of variance

1 point

A technique that compares the mean of two or more groups based on one independent variable (or factor)

- One-way ANOVA
- Analysis of Variance
- Two-way ANOVA
- None

Yes, the answer is correct.

Score: 1

Feedback:

A one-way ANOVA is a type of statistical test that compares the variance in the group means within a sample whilst considering only one independent variable or factor.

Accepted Answers:

One-way ANOVA

1 point

One-way ANOVA is used when:

- analyzing the difference between more than two population means
- analyzing the results of a two-tailed test
- analyzing the results from a large sample
- analyzing the difference between two population means

Yes, the answer is correct.

Score: 1

Feedback:

The one-way analysis of variance (ANOVA) is used to determine if there are statistically significant differences between the means of two or more independent (unrelated) groups

Accepted Answers:

analyzing the difference between more than two population means

1 point

What is the function of a post hoc test in ANOVA?

- Determine if any statistically significant group differences have occurred
- Describe those groups that have reliable differences between group means.
- Set the critical value for the F test (or chi-square).
- None

Yes, the answer is correct.

Score: 1

Feedback:

ANOVA test tells us whether we have an overall difference between your groups, but it does not tell you which specific groups differed – post hoc tests do. Post hoc tests are run to confirm where the

differences occurred between groups, they should only be run when you have shown an overall statistically significant difference in group means (i.e., a statistically significant one-way ANOVA result).

Accepted Answers:

Describe those groups that have reliable differences between group means.

1 point

In one-way ANOVA, which of the following is used within the F-ratio as a measurement of the variance of individual observations?

- SSTR
- MSTR
- SSE
- MSE

Yes, the answer is correct.

Score: 1

Feedback:

F-ratio = MSR/MSE

MSR: Mean Square due to Regression

MSE: Mean of Standard Error, which is calculated using individual observations

Accepted Answers:

MSE

1 point

In one-way ANOVA, both the dependent and the independent variables have metric measurements

- TRUE
- FALSE

Yes, the answer is correct.

Score: 1

Feedback:

Dependent Variable is Metric and Independent Variable is Categorical

Accepted Answers:

FALSE

1 point

The equality of variances between the sample and within the samples is compared using an F statistic in one-way ANOVA.

- TRUE
- FALSE

Yes, the answer is correct.

Score: 1

Feedback:

F-ratio = MSTR/MSE, i.e.

F-ratio = variation between sample means / variation within the samples.

Accepted Answers:

TRUE

1 point

In a two-way analysis of variance, the effect of the extraneous factors is removed from the value of the error sum of squares as obtained in a one-way analysis of variance.

TRUE

FALSE

Yes, the answer is correct.

Score: 1

Feedback:

A two-way layout is called a randomized block design (RBD).

The random assignment of experimental units to treatments results in the following outcomes.

a) It eliminates systematic bias.

b) It is needed to obtain a representative sample from the population.

c) It helps in distributing the unknown variation due to confounded variables throughout the experiment and breaks the confounding influence.

Accepted Answers:

TRUE

1 point

The _____ sum of squares measures the variability of the sample treatment means around the overall mean.

treatment

error

interaction

total

Yes, the answer is correct.

Score: 1

Feedback:

The total sum of squares = treatment sum of squares (SST) + sum of squares of the residual error (SSE)

The treatment sum of squares is the variation attributed to.

Accepted Answers:

treatment

1 point

In factorial design, if there are two independent variables each having three cells, there would be a total of ----- conditions.

NINE

ONE

TWO

SIX

Yes, the answer is correct.

Score: 1

Feedback:

The number of possible conditions is the product of the numbers of levels.

Accepted Answers:

NINE

Check Answers and Submit

Your score is: 10/10

Unit 13 - Self Assessment Questions

Assignment not submitted

Instructions:

Self Assessment Questions for Practice (Non-Graded)

Number of Questions: 10

Attempts: Multiple

1 point

The strength (degree) of the correlation between a set of independent variables X and a dependent variable Y is measured by

- Coefficient of Correlation
- Coefficient of Determination
- Standard error of estimate
- All of the above

Yes, the answer is correct.

Score: 1

Feedback:

The correlation coefficient is measured on a scale that varies from + 1 through 0 to - 1.

Accepted Answers:

Coefficient of Correlation

1 point

The percent of total variation of the dependent variable Y explained by the set of independent variables X is measured by

- Coefficient of Correlation
- Coefficient of Skewness
- Coefficient of Determination
- Standard Error or Estimate

Yes, the answer is correct.

Score: 1

Feedback:

Coefficient of Determination, is a type of correlation also known as the "goodness of fit," is represented as a value between 0.0 and 1.0.

Accepted Answers:

Coefficient of Determination

1 point

A coefficient of correlation is computed to be -0.95 means that

- The relationship between two variables is weak.
- The relationship between two variables is strong and positive
- The relationship between two variables is strong and but negative
- Correlation coefficient cannot have this value

Yes, the answer is correct.

Score: 1

Accepted Answers:

The relationship between two variables is strong and but negative

1 point

Let the coefficient of determination computed to be 0.39 in a problem involving one independent variable and one dependent variable. This result means that

- The relationship between two variables is negative
- The correlation coefficient is 0.39
- 39% of the total variation is explained by the independent variable
- 39% of the total variation is explained by the dependent variable

Yes, the answer is correct.

Score: 1

Feedback:

Coefficient of Determination is expressed in percentage by independent variable on dependent variable.

Accepted Answers:

39% of the total variation is explained by the independent variable

1 point

Relationship between correlation coefficient and coefficient of determination is that

- Both are unrelated
- The coefficient of determination is the coefficient of correlation squared
- The coefficient of determination is the square root of the coefficient of correlation
- Both are equal

Yes, the answer is correct.

Score: 1

Feedback:

Correlation measures linear relationship between two variables, while coefficient of determination (R^2) measures explained variation.

Accepted Answers:

The coefficient of determination is the coefficient of correlation squared

1 point

When using simple linear regression analysis, if there is a strong correlation between the independent and dependent variable, then we can conclude that an increase in the value of the independent variable causes an increase in the value of the dependent variable.

TRUE

FALSE

Yes, the answer is correct.

Score: 1

Feedback:

We can conclude this only when variables are positively correlated

Accepted Answers:

FALSE

1 point

The residual is the difference between the observed value of the dependent variable and the predicted value of the dependent variable.

TRUE

FALSE

Yes, the answer is correct.

Score: 1

Feedback:

A residual plot, which has residual values on Vertical Axis and Independent Variable Values on Horizontal Axis, is typically used to find problems with regression.

Accepted Answers:

TRUE

1 point

In a simple linear regression model, the correlation coefficient not only indicates the strength of the relationship between independent and dependent variable, but also shows whether the relationship is positive or negative.

TRUE

FALSE

Yes, the answer is correct.

Score: 1

Feedback:

Correlation Coefficient not only measure the degree of association between independent and dependent variables but also the direction of association.

Accepted Answers:

TRUE

1 point

Simple linear correlation measures the degree of -----between two variables.

- Association
- Correlation coefficient
- Zero Correlation
- Positive Correlation

Yes, the answer is correct.

Score: 1

Feedback:

Simple linear correlation is a measure of the degree to which two variables vary together, or a measure of the intensity of the association between two variables.

Correlation often is abused. We need to show that one variable actually is affecting another variable.

Accepted Answers:

Association

1 point

If the scatter of points is clustered around a positively sloped line, the correlation will be-----

- Positive
- Negative
- Directional
- None of above

Yes, the answer is correct.

Score: 1

Feedback:

Scatter plots are not just plot of data points, they have a very specific purpose. Scatter plots show how much one variable is affected by another. The relationship between two variables is called their correlation .

Accepted Answers:

Positive

Check Answers and Submit

Your score is: 10/10

Unit 14 - Self Assessment Questions

Assignment not submitted

Instructions:

Self Assessment Questions for Practice (Non-Graded)

Number of Questions: 10

Attempts: Multiple

1 point

The variables or parameters used to cluster and calculate the similarity between objects

- Cluster analysis
- Factorial Analysis
- Multivariate analysis
- Factor Analysis

Yes, the answer is correct.

Score: 1

Feedback:

Cluster analysis is a class of techniques that are used to classify objects or cases into relative groups called clusters

Accepted Answers:

Cluster analysis

1 point

The average values of the objects on all variables in the cluster variate

- Cluster centroid
- Factorial Analysis
- Multivariate analysis
- Factor Analysis

Yes, the answer is correct.

Score: 1

Feedback:

The representative point within the cluster is the centroid. Usually, it is the mean of the values of the points of data in the cluster.

Accepted Answers:

Cluster centroid

1 point

The mean value of the cluster on each of the variables that is part of the cluster variate.

- Final cluster centres
- Factorial Analysis
- Multivariate analysis
- Factor Analysis

Yes, the answer is correct.

Score: 1

Feedback:

The final cluster centers reflect the characteristics of the typical case for each cluster.

Accepted Answers:

Final cluster centres

1 point

Cluster seeds or centres are the starting points and one builds individual clusters around it based on some pre-specified distance of the seeds.

- Non-hierarchical methods
- Hierarchical methods
- Final cluster centres
- Dendrogram

Yes, the answer is correct.

Score: 1

Feedback:

Also known as K-Means Method

Accepted Answers:

Non-hierarchical methods

1 point

Which method is a data reduction method.

- Factor analysis
- Cluster analysis
- Factorial Analysis
- Multivariate analysis

Yes, the answer is correct.

Score: 1

Feedback:

Factor analysis aims to reduce a large number of variables into fewer numbers of factors.

Accepted Answers:

Factor analysis

1 point

The percentage of variance explained by each of the factor can be computed using communalities.

- TRUE
- FALSE

Yes, the answer is correct.

Score: 1

Accepted Answers:

FALSE

1 point

Discriminant analysis is used to predict group membership.

- TRUE
- FALSE

Yes, the answer is correct.

Score: 1

Feedback:

Discriminant function analysis is usually used to predict membership in naturally occurring groups.

Accepted Answers:

TRUE

1 point

Eigenvalue is given by the ratio of between-group variance to within-group variance.

TRUE

FALSE

Yes, the answer is correct.

Score: 1

Accepted Answers:

TRUE

1 point

The correlation coefficient between a variable and a factor is called-----.

Factor Loading

Regression analysis

Cluster Analysis

None

Yes, the answer is correct.

Score: 1

Feedback:

Factor loading shows the variance explained by the variable on that particular factor.

Accepted Answers:

Factor Loading

1 point

For the application of factor analysis, KMO statistics should be greater than -----

0.5

0.1

0.2

0.15

Yes, the answer is correct.

Score: 1

Feedback:

KMO returns values between 0 and 1. A rule of thumb for interpreting the statistic:

a.)KMO values between 0.8 and 1 indicate the sampling is adequate.

b.)KMO values less than 0.6 indicate the sampling is not adequate and that remedial action should be taken.

c.)Some authors put this value at 0.5, so use your own judgment for values between 0.5 and 0.6.

Accepted Answers:

0.5

Check Answers and Submit

Your score is: 10/10

Unit 15 - Self Assessment Questions

Assignment not submitted

Instructions:

Self Assessment Questions for Practice (Non-Graded)

Number of Questions: 10

Attempts: Multiple

1 point

What is rhetoric?

- An ancient form of poetry.
- The type of rapport that is usually established in in-depth interviews.
- A technique used to assess the external reliability of a data source.
- The attempt to persuade or convince an audience, often through writing.

Yes, the answer is correct.

Score: 1

Feedback:

It is the art of speaking or writing effectively

Accepted Answers:

The attempt to persuade or convince an audience, often through writing.

1 point

Which of the following is not usually found in a report of a quantitative study?

- Measurement
- Results
- Confession
- Validation

Yes, the answer is correct.

Score: 1

Feedback:

Quantitative research is the process of collecting and analyzing numerical data.

Accepted Answers:

Confession

1 point

The introductory section of a research report should aim to:

- Identify the specific focus of the study.
- Provide a rationale for the dissertation, or article.
- Grab the reader's attention.
- All of the above.

Yes, the answer is correct.

Score: 1

Feedback:

Research report should be rhetoric.

Accepted Answers:

All of the above.

1 point

What is the purpose of the conclusion in a research report?

- It just a summary what the article already said.
- It summarizes the key findings in relation to the research questions.
- It contains a useful review of the relevant literature.
- It outlines the methodological procedures that were employed.

Yes, the answer is correct.

Score: 1

Feedback:

The conclusion conveys the reader the conducted research should matter to them after they have finished reading the paper. It is not just summary of points or a re-statement of research problem but a synthesis of key points.

Accepted Answers:

It summarizes the key findings in relation to the research questions.

1 point

In a report of quantitative research, an empiricist repertoire serves to:

- confuse the reader with long and technical words.
- demonstrate the researcher's reflexivity about their role in the research process.
- give the impression that the results were objective and logically inevitable.
- provide a confessional tale of what went wrong in the procedure.

Yes, the answer is correct.

Score: 1

Feedback:

Empiricist repertoire: The beliefs and actions which are seen to derive from the natural world, an objective and rigorous method, and an ethical framework.

Accepted Answers:

give the impression that the results were objective and logically inevitable.

1 point

Use words for numbers that begin a sentence and for numbers that are below ten.

- TRUE
- FALSE

Yes, the answer is correct.

Score: 1

Feedback:

- *Numbers less than 10 are easy to read as words; Large numbers are difficult to read as words and easy to read as numerals.*
- *In general, conventions make life easier for writer and reader.*
- *There may be a slight disruption to the look of and reading of prose when interspersing numbers with words.*
- *A few numbers, particularly "1" (which looks a bit like "l") might introduce slight ambiguities.*

Accepted Answers:

TRUE

1 point

You should try to use abbreviations sparingly.

- TRUE
- FALSE

Yes, the answer is correct.

Score: 1

Feedback:

To maximize clarity.

Abbreviations are sometimes useful for long, technical terms in scientific writing but the reader may not be familiar with them.

Accepted Answers:

TRUE

1 point

Diagrams, matrices, tables, and figures should never be used in qualitative research reports.

- TRUE
- FALSE

Yes, the answer is correct.

Score: 1

Feedback:

Only if they are not relevant.

Visualizations are an asset of research report.As,the saying goes,"A picture is worth a thousand words".

Accepted Answers:

FALSE

1 point

The _____ is a concrete proof of the study that was undertaken.

- Preliminary section
- Research report
- Executive summary
- Main Report

Yes, the answer is correct.

Score: 1

Feedback:

It also serves the purpose of providing a framework for any work that can be conducted in the same field or related areas.

Remember Research is Helical

Accepted Answers:

Research report

1 point

When the objective is to demonstrate trends and some sort of pattern in the data, _____ a is the best option available to the researcher

- Vertical Bar Charts
- Horizontal Bar Charts
- Line chart
- Pie Charts

Yes, the answer is correct.

Score: 1

Feedback:

Line charts are used to display trends over time

Accepted Answers:

Line chart

Check Answers and Submit

Your score is: 10/10