1) Process of obtaining a numerical description of the extent to which a person or object possesses some characteristics
   a) Measurement  b) Scaling  c) Questionnaire  d) Interview

2) Measurement that involves monitoring a respondent’s involuntary responses to marketing stimuli via the use of electrodes and other equipment is called
   a) Projective Techniques  b) Physiological measures  c) Depth Interviews  d) Multi-dimensional Scales

3) Validity that reflect whether a scale performs as expected in relation to other variables selected as meaningful criteriacriteria
   a) Criterian-related Validity  b) Content Validity  c) Construct validity  d) Convergent Validity

4) Scale that indicates the relative position of two or more objects or some characteristics is called
   A) Ranking Scale  b) Ordinal Scale  c) Arbitrary Scale  d) Ratio Scale

5) Method that involves the selection of items by a panel of judges on the basis of their relevance, the potential for ambiguity, and the level of the attitude they represent
   a) Cumulative scale  b) Arbitrary Scale  c) Item Analysis  d) Consensus Scaling

6) Even numbered non-verbal rating scale using single adjectives instead of bipolar opposites is called
   a) Semantic Differential  b) Multi-dimensional scaling  c) Stapel Scale  d) Standardised Instruments

7) Instrument’s ability to accurately measure variability in stimuli or response is known as
   a) Sensitivity  b) Practicality  c) Generalisablity  d) Economy

8) 7-point rating scale with end-points associated with bipolar labels that have semantic meaning is
   a) Semantic differential scale  b) Constant Sum Scale  c) Graphic Rating Scale  d) Likert Scale

9) Scale in which the respondent directly compares two or more objects and makes choices among them is
   a) Ranking Scale  b) Rating Scale  c) Graphic Scale  d) None of these

10) Scales where respondent is asked to rate an item in comparison with another item or a group of items each other based on a common criterion is
    a) Method of paired comparison  b) Forced Ranking  c) Constant Sum Scale  d) All of the above

11) Original source from which researcher directly collects the data that has not been previously collected
    a) Primary data  b) Secondary Data  c) Tertiary Data  d) None of these

12) Technique in which the respondents and/or the clients communicate and/or observe by use of the internet
    a) Online Ethnography  b) Online Interview
13) Issue to be considered for the secondary data include which of the following  
   a) Sufficiency  b) Reliability  c) Suitability  d) All of the above

14) Method that involves recording the behavioural pattern of people, objects and events in a 
   systematic manner to obtain information about the phenomenon of interest  
   a) Observation  b) Online Survey  c) Schedules  d) Warranty Cards

15) Technique that allow several members of a hiring company to interview a job candidate at 
   the same time is  
   a) Panel Interview  b) Self administered interview  
   c) Mail Interview  d) Electronic Interview

17) Qualitative methods are probably the oldest of all the scientific techniques, the method of 
   qualitative research is:  
   a) Questionnaire  b) Attitude Scales  c) Depth Interview  d) Observation

18) In validity of measurement scales, validity can be measured through several methods like  
   a) Content  b) Criterion  c) Construct  d) All of the above

19) The test of reliability is an important test of sound measurement. The methods to evaluate 
   reliability of scales are:  
   a) Convergent  b) Delegating measurement strategies  
   c) Split-Halves Method  d) None of the above

20) The most common scales used in research are  
   a) Nominal  b) Ratio  c) Ordinal  d) All of the above

21) In scale construction technique, scale can be developed by  
   a) Ratio Scale  b) Cumulative Scale  c) Nominal scale  d) Ordinal scale

22) The criteria for good scale is developed by  
   a) Reliability  b) Practicability  c) Sensitivity  d) All of the above

24) The main problem in questionnaire is  
   a) Accessible to Diverse Respondent  
   b) Greater Anonymity  
   c) Shows an inability of respondent to provide information  
   d) None of these

25) Electronic interview can be conducted by:  
   a) Telephonic  b) Fax  c) Personal  d) All of the above

Ans:  
1) a  2) b  3) a  4) b  5) d  6) c  7) a  8) a  9) a  10) b  11) a  12) d  13) d  14) a  15) a  16) b  17) c  18) d  19) c  20) d  21) b  22) d  23) a  24) c  25) b
1) Define the correct sequence in the stage of sampling:
   a) i) Sampling method selection  ii) Population definition  iii) Sampling frame development  iv) Sampling unit specification  v) Sample size determination
   b) i) Population definition  ii) Sampling frame development  iii) Sampling unit specification  iv) Sampling method selection  v) Sample size determination
   c) i) Sampling method selection  ii) Sampling unit specification  iii) Sample size determination iv) Population definition  v) Sampling frame development
   d) i) Sample size determination  ii) Population definition  iii) Sampling frame development  iv) Sampling unit specification  v) Sampling method selection

2) What are the two types of sampling methods?
   a) Random or probability sampling and non-probability sampling
   b) Probability sampling and random sampling
   c) Probability sampling and non-random sampling
   d) All of the above

3) It is a special non-probability method used when the desired sample characteristic is rare, which sampling
   a) Panel Sampling
   b) Snowball sampling
   c) Convenience sampling
   d) Purposive Sampling

4) The university book shop selects 200 of its more than 8000 customers to participate in a study on service quality in the shop. The book shop has established a _______ for use in its research.
   a) Population
   b) Field setting
   c) Dependent grouping
   d) Sample

5) A good sampling frame must be
   a) Relevant
   b) Complete
   c) Precise
   d) All of the above

6) How many different sample of size 3 can be taken from the population comprising 5 elements?
   a) 7
   b) 12
   c) 5
   d) 10

7) When sample size increases, which of the followings correct?
   a) The standard error remains unchanged
   b) The standard error increases
   c) The standard error declines
   d) None of the above

8) In case the population has a normal distribution, then the sampling distribution of the mean
   a) Has a mean equal to the population mean
   b) Has normal distribution
   c) Both a and b
   d) None of these

9) In which of the following sample designs, maps rather than lists or registers are used as the sampling frame?
10) Suppose that a population with \( N = 200 \) has \( \mu = 30 \). What is the mean of the sampling distribution of the mean for sample of size 40?
   a) Not possible to determine as this information is inadequate
   b) 40
   c) 25
   d) 30

13) A sample study is a study of
   a) Whole population
   b) Only representative items
   c) 51 items
   d) None of these

14) Among the following methods which is not a probability sampling method?  
   a) Systematic sampling
   b) Stratified sampling
   c) Cluster sampling
   d) Quota sampling

15) Among the following methods which is not the non-probability sampling method?  
   a) Convenient sampling
   b) Quota sampling
   c) Judgemental sampling
   d) Systematic sampling

16) Which of the following is the example of random sampling techniques?  
   a) Taking the name of every person in a telephone book
   b) Generating a list of numbers by picking numbers out of a hat and matching these numbers to names in the telephone book
   c) Taking every tenth or twentieth name from a list of everybody in the telephone book
   d) All of the above

17) Pat Robertson is running for parliament in the General Election. She needs to know the intended choices of the voters and will undertake a survey. All the voters on the Electoral Register in her constituency would be the study’s
   a) Sample
   b) Dependent variable
   c) Population
   d) Independent variable

18) What are the types of Random or probability sampling?  
   a) Area sampling and Judgemental sampling
   b) Stratified sampling and Area sampling
   c) Judgemental sampling and Quota sampling
   d) Sequential sampling

19) Greg Beck of Quality Market Research tells placement student John to go out and select for personal interview ten men and ten women. Greg is using __________ sampling for this phase of the research.
   a) Random
   b) Stratified
   c) Quota
   d) Area

21) When there is a significant difference between the statistic and parametric values, it means that
   a) Sample statistic is representative is representative of the population parameter
   b) Static value is used to approximate parameter
   c) The difference is real
   d) None of the above
22) The process of selecting a number of participants for a study in such a way that they represent the larger group from which they were selected is known as
   a) Research Design  b) Sampling  c) Data collection  d) Random assignment

23) If the standard error of the population is reduced by 50 per cent, the sample size becomes
   a) Double  b) Increase 6 times  c) Increase 4 times  d) None of the above

Which type of sampling Mr. Weber use to draw a sample that is not biased?
   a) Non-probability  b) Concurrent  c) Random  d) None of the above

24) Which of the following is not likely to be used to stratify a sample for a study investigating the use of a computerised algebra program?
   a) Gender  b) Ethnicity  c) Socio-economic status  d) Number of siblings in the home

25) Which of the following is not a random sampling technique?
   a) Purposive sampling  b) Stratified Sampling  c) Cluster sampling  d) Systematic sampling

Ans:
1) b  2) a  3) b  4) d  5) d  6) d  7) c  8) c  9) c  10) d
13) b  14) d  15) b  16) b  17) c  18) b  19) c  21) c  22) b  23) c
24) c  25) d  26) a

1) Which analysis is related with descriptive analysis?
   a) Univariate Analysis  b) Bivariate Analysis  c) Multivariate Analysis  d) All of the above

2) Involves the orderly and systematic representation of numerical data in a form designed to elucidate the problem under consideration
   a) Coding  b) Classification  c) Editing  d) Tabulation

3) Which frequency expresses the number of items in an interval as a proportion or fraction of the total number of items in the data set?
   a) Relative frequency  b) Percentage Frequency  c) Cumulative frequency  d) None of the above

4) Which steps involves in processing operations of data after collection of data?
   a) Coding  b) Classification  c) Editing  d) Tabulation

5) Which is type of frequency distribution?
   a) Continuous or grouped frequency distribution  b) Discrete or ungrouped frequency distribution  c) Cumulative Frequency Distribution  d) All of the above
6) One where measurements are only approximations and are expressed in class intervals i.e. within certain limits is
   a) Continuous Frequency Distribution
   b) Discrete Frequency Distribution
   c) Cumulative Frequency Distribution
   d) All of these Frequency Distribution

7) In which Graphical Representation, way of preparing a two-dimensional diagram is in the form of circles?
   a) Pie Chart    b) Histogram
   c) Candle Stick  d) None of the above

8) In which analysis, when there is a single measurement of each of the n sample objects or where there are several measurements of each of the n observations but each variable is analysed in isolation?
   a) Univariate Analysis    b) Bivariate Analysis
   c) Multivariate Analysis  d) None of these

9) If a group of N observations is arranged in ascending or descending order of magnitude, then the middle value is called
   a) Mean    b) Median    c) Mode  d) None of these

10) Which is the type of correlation on the basis of number of variables?
    a) Positive correlation    b) Multiple correlation
    c) Linear Correlation      d) Non-linear Correlation

11) Which characteristics come under Karl Pearson’s Coefficient of Correlation? a) Does not tell anything about cause-and-effect relationship
     b) Independent of change of origin and scale
     c) Varies between -1 and +1
     d) All of the above

12) If one knows that the yield and rainfall are closely related then one want to know the amount of rain required to achieve a certain production. For this purpose we use analysis
    a) Regression Analysis    b) Coefficient of Correlation
    c) Scatter Plots/Diagram  d) None of these

13) When two attributes are present or absent together in the data and actual frequency is more than the expected frequency is called
    a) Positive Association    b) Negative Association
    c) Independent Association d) None of these

14) Which is not type of test of significance for small sample?
    a) t-test        b) z-test        c) F-test         d) Q-test

15) Which test is the part of the parametric test?
    a) Sign Test     b) Run Test for Randomness
    c) Kruskal-Willis Test  d) z-test

16) Which analysis comes under inferential analysis?
    a) Univariate Analysis    b) Bivariate Analysis
c) Multivariate Analysis   d) Hypothesis Testing

18) The procedure of classifying the answers to a question into meaningful categories is called
a) Coding   b) Classification   c) Editing   d) Tabulation

19) Which of the following constitute the essential elements of coding?
a) Mutually exclusive   b) Single Dimension   c) Code Sheet   d) all of these

20) Which among the following is type of frequency?
a) Relative frequency   b) Percentage frequency   c) Cumulative frequency   d) All of the above

21) A bar chart or graph showing the frequency of occurrence of each value of the variable being analysed is called
a) Bar Chart   b) Histogram   c) Candle stick   d) None of these

22) A chart is a style of bar-chart used primarily to describe price movements of a security, derivative, or currency over time is called
a) Leaf and stem   b) Histogram   c) Candle Stick   d) Bar chart

23) A group of observations is the quotient obtained by dividing the sum of all the observations by their number, is called
a) Mean   b) Median   c) Mode   d) None of these

24) Which analysis is the simultaneous analysis of two variables?
a) Univariate Analysis   b) Bivariate Analysis   c) Multivariate Analysis   d) None of these

25) Which Statistical tool comes under Bivariate Analysis?
a) Linear Regression Analysis   b) Association of Attributes   c) Two-way ANOVA   d) All of the above

26) The assumption of normal distribution for the variable under consideration or some assumption for a parametric test is not valid or is doubtful then we use
a) Parametric Test   b) Non-Parametric Test   c) Both Parametric Test and Non-Parametric Test   d) All of the above

27) What is abbreviation of ANOVA?
a) Analysis of variance   b) Analysis of variation   c) Analysis of variant   d) None of these

ANS
1) d  2) d  3) a  4) c  5) d  6) a  7) a  8) a  9) b  10) b  11) d  12) a  13) a  14) d  15) d  16) b  17) d  18) a
19) d  20) d
21) b  22) c  23) a  24) b  25) d  26) b  27) a