



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION**

DEPARTMENT OF MARKETING AND LOGISTICS

QUALIFICATION : BACHELOR OF MARKETING AND LOGISTICS	
QUALIFICATION CODE: 08HMAR	LEVEL: 8
COURSE CODE: RME811S	COURSE NAME: RESEARCH METHODOLOGY
SESSION: JUNE 2022	PAPER: THEORY
DURATION: 1 HOUR	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Prof. Lovemore Matipira Dr. Geoffrey Nambira Dr. Nikodemus Angula
MODERATOR:	Prof. Peter Clement

INSTRUCTIONS
1. Provided on On-Line Exam setting below

THIS QUESTION PAPER CONSISTS OF 10 PAGES (Including this front page)

Research Methodology (RME811S)
FIRST OPPORTUNITY EXAMINATION

June 2022

DATE: JUNE 2022

TIME: 18H00 - 19H00

VENUE: ONLINE (MYNUST ELEARNING)

Instructions:

You must only attempt this Test once. Any additional attempts should only be used in the event where a serious technical issue has occurred and supporting evidence will be required.

You are not permitted to obtain assistance by improper means or ask for help from or give help to any other person.

You are not permitted to take screenshots, record the screen, copy, and paste questions or answers or otherwise attempt to take any of the content of this Test out of the Test for any purpose.

Answer all questions to the best of your ability and make reasonable assumptions, if necessary, to answer all questions.

Misconduct action will be taken against you if you breach university rules.

TOTAL = 100 MARKS

1. Which of the following represents the best operational definition of plagiarism?
- A. making a higher grade than expected.
 - B. including a phrase of more than three words from another source without citing that source.
 - C. copying work
 - D. not paraphrasing properly.

Ans:

2. Questionnaire items that use a Likert-type response are one example of a (n) _____.
- A. close-ended response format
 - B. open-ended response format
 - C. scale score
 - D. items that will need coding.

Ans:

3. Questionnaire items that require respondents to generate their own answers use a (n) _____ response format.

- A. free response
- B. open-ended
- C. close-ended
- D. recoded.

Ans:

4. Alex studies the literature before developing items for his scale on plagiarism. He then sends the scale to three faculty members who have published in this area for their evaluation of whether the items represent plagiarism. Alex is trying to establish the _____ validity of his scale.

- A. criterion
- B. concurrent
- C. convergent
- D. content

Ans:

5. Identify the APA-format error of the following citation: Repeated exposure to the topic of plagiarism may help improve students' ability to identify and avoid plagiarism (Estow, Lawrence, and Adams, 2011).

- A. The authors should be listed in alphabetical order.
- B. When there are more than two authors, one should always list only the first author followed by "et al."
- C. The first initial of the authors should be included in the citation.
- D. When a citation appears in parentheses, there should be an "&" instead of "and" before the last author.

Ans:

6. What is the first step you should complete before entering data for analysis?

- A. check the reliability of any scales.
- B. enter codes for missing data.
- C. check the accuracy of your data entry.
- D. recode variables, as necessary.

Ans:

7. Aaron found that educating first year undergraduates in an English class about the penalties for plagiarism resulted in fewer violations for the class than for those not exposed to the education. He then provided the same education program the next year to another group of first year undergraduates in an English class. The term used to describe the process Aaron followed is _____.

- A. experimentation
- B. random sampling
- C. random assignment
- D. replication

Ans:

8. Which of the following statements describes the relationship between validity and

reliability?

- A. Reliability is related to variables while validity is related to studies.
- B. Validity is related to studies while reliability is related to variables.
- C. A study must be valid in order to be reliable.
- D. A study must be reliable in order to be valid.

Ans:

9. A scale that measures what it is supposed to measure is _____.

- A. reliable
- B. valid
- C. true
- D. operational

Ans:

10. _____ research is designed to answer the “who, what, where, when, and how” questions.

- A. Correlational
- B. Descriptive
- C. Experimental
- D. Relational

Ans:

11. A descriptive study would NOT be appropriate to use to meet which of the following goals?

- A. to describe the prevalence of a particular disease.
- B. to explore a phenomenon in depth.
- C. to examine a phenomenon in a different population.
- D. to determine a cause-and-effect relationship between variables.

Ans:

12. If Skyler asks people about their attitudes toward the current mayor, she is conducting _____.

- A. an experimental study
- B. survey research
- C. a quasi-experimental study
- D. archival research

Ans:

13. Which of the following can minimize social desirability bias?

- A. keeping responses confidential.
- B. using interviews instead of questionnaires.
- C. obtaining written informed consent from the participants.
- D. keeping responses anonymous.

Ans:

14. _____ are one-on-one conversations directed by a researcher.

- A. Questionnaires
- B. Interviews
- C. Experiments
- D. Observational studies

Ans:

15. Which of the following is an advantage of conducting interview research?

- A. Maintaining anonymity is easier with interviews.
- B. They are less time-consuming than written questionnaires.
- C. There is a decreased opportunity for social desirability bias.
- D. Participants tend to take them more seriously than questionnaires.

Ans:

16. Which of the following is an advantage of using questionnaires rather than interviews?

- A. Participants are likely to take the research more seriously.
- B. Observations of how participants answer questions can be included in the study.
- C. Maintaining anonymity is easier with questionnaires.
- D. The accuracy of responses is likely to increase.

Ans:

17. Gus is asking a standard set of questions to each of his participants one-on-one. He does not vary the order or manner in which they are asked. He is using which descriptive method?

- A. semi-structured interview
- B. questionnaire
- C. observational research
- D. structured interview

Ans:

18. Which is true of the semi-structured interview?

- A. The interviewer sticks to a script of questions and does not deviate from it.
- B. It requires more training to administer than a structured interview.
- C. It eliminates interviewer bias.
- D. All participants have an identical interview experience.

Ans:

19. Which of the following is an advantage of observational research compared to survey research?

- A. Observational research examines what people actually do, not what they say they do.
- B. Observational research is less time-consuming than survey research.
- C. They are less prone to observer bias than survey research.
- D. Observational research requires less training of experimenters compared to survey research.

Ans:

20. Jesse is conducting an observational study of fast-food purchases and before starting the observation period, she creates a list of possible purchases (e.g., "soda," "hamburger," "fries") so when collecting data, she can quickly mark what each person purchases. She has chosen to use a _____ to collect her data.

- A. narrative
- B. rating scale
- C. checklist
- D. questionnaire

Ans:

21. Which of the following is true?

- A. Covert observation is more likely to be influenced by the social desirability bias than overt observation.

- B. Overt observation is better at capturing participants' natural and spontaneous reactions to situations than covert observation.
- C. Researchers are more likely to give participants time to acclimate to being observed with covert observation than with overt observation.
- D. Covert observation requires consideration of the ethics involved with observing someone without their awareness while overt observation does not.

Ans:

22. Saul examines flirting behavior at a fraternity party where the partygoers are unaware that they are being watched. Rather than be present at the party making observations, Saul uses footage from security cameras located around the fraternity's public spaces. Saul is conducting _____.

- A. naturalistic observations
- B. contrived observations
- C. overt observations
- D. participant observation

Ans:

23. You are training for a 10K race and want to know if your running time is decreasing so you use your cell phone to time your runs, which follow the same course each day. You find that your running times vary by more than 5 min and not always in the same direction. According to your cell phone, sometimes you go faster and sometimes slower. You begin to question the _____ of the stopwatch on your cell phone.

- A. reliability
- B. validity
- C. confounding variability
- D. warranty

Ans:

24. Hank is helping his friend Marie conduct a study on helping behavior by pretending to drop a pile of papers and seeing if people offer to help him pick them up. Marie hides behind a tree and observes the interactions. This is an example of _____.

- A. naturalistic observation
- B. overt observation
- C. covert observation
- D. nonparticipant observation

Ans:

25. Which of the following is an advantage of archival research?

- A. The data analyses have already been completed.
- B. Some archives span a large time frame, so they allow for analysis of historical trends.
- C. The fit between your hypothesis and the data is likely to be quite good.
- D. Access to personal information can be obtained without informed consent.

Ans:

26. Holly decides to do archival research using data from several governmental agencies. In other words, she is using _____.

- A. primary data
- B. secondary data
- C. confederate data

D. pilot data

Ans:

27. A preliminary study with a small sample to test measures and/or procedures is known as a (n) _____ study.

A. interview

B. covert

C. blind

D. pilot

Ans:

28. Which of the following is true about validity and observational research?

A. Neither internal validity nor external validity need be considered with observational research.

B. Both internal validity and external validity need to be considered with observational research.

C. Internal validity needs to be considered more than external validity when conducting observational research.

D. External validity needs to be considered more than internal validity when conducting observational research.

Ans:

29. The group of people, animals, or archives you are interested in examining is your _____.

A. population

B. subpopulation

C. sample

D. sampling bias

Ans:

30. When all members of a population have an equal chance of being selected to participate in a study, you are using _____.

A. random assignment

B. cluster sampling

C. nonresponse bias

D. probability sampling

Ans:

31. Dr. Gomez was not able to collect data from 100% of his selected sample. Unfortunately, the people he was able to collect data from differed from those people who did not provided data. In other words, he was dealing with _____.

A. nonresponse bias

B. observer bias

C. sampling bias

D. population bias

Ans:

32. Which of the following is a type of probability sampling?

A. snowball sampling

B. convenience sampling

C. stratified random sampling.

D. quota sampling

Ans:

33. The type of probability sampling those results in the sample representing key subpopulations based on specific characteristics is _____.

- A. simple random sampling
- B. convenience sampling
- C. stratified random sampling.
- D. cluster sampling

Ans:

34. What is the first step in simple random sampling?

- A. randomly select a sample from your population.
- B. identify all members of the population.
- C. define the population.
- D. identify the groups that you want to be proportionately represented in your sample.

Ans:

35. What do simple and stratified random sampling have in common?

- A. Both involve making sure your sample represents key subpopulations of interest.
- B. Both require the researcher to identify all members of the population.
- C. Both are nonprobability-sampling techniques.
- D. Both involve randomly selecting a cluster of people, rather than individuals.

Ans:

36. Which of the following is an example of a cluster?

- A. a sample
- B. a neighborhood
- C. a participant
- D. a population

Ans:

37. Which of the following is true about the size of a probability sample?

- A. The larger the sample, the closer it will be to representing the full population.
- B. The smaller the sample, the closer it will be to representing the full population.
- C. You should always strive to have an extremely large probability sample.
- D. You should always strive to have an extremely small and specific probability sample.

Ans:

38. What information do you need to estimate the minimum sample size required for a descriptive study using probability sampling?

- A. how large the population is the confidence interval, the confidence level, and the standard deviation
- B. how large the population is the confidence interval, and the confidence level.
- C. how large the population is and the confidence level.
- D. how large the population is

Ans:

39. Researchers typically aim for a _____ confidence interval.

- A. 99%

- B. 95%
- C. 10%
- D. 5%

Ans:

40. Researchers often choose a _____ confidence level.

- A. 95%
- B. 75%
- C. 10%
- D. 5%

Ans:

41. A _____ is an estimation of the margin of error for your scores.

- A. confidence level
- B. confidential level
- C. quasi-experimental interval
- D. confidence interval

Ans:

42. Which of the following is true about finding a sample that represents your population?

- A. A very heterogeneous population requires a larger sample.
- B. The higher your non-response rate, the more likely your sample will be representative of your population.
- C. If you obtain a 100% response rate, you can be certain your sample represents your population.
- D. A very homogeneous population requires a larger sample.

Ans:

43. Which of the following is true of probability sampling?

- A. It is also called nonrandom sampling.
- B. It uses a set sample size.
- C. It is less time-consuming than nonprobability sampling.
- D. It relies on random selection.
- E. You can always be certain to have a representative sample.

Ans:

44. Which of the following is a type of nonprobability sampling?

- A. cluster sampling
- B. stratified random sampling.
- C. quota sampling
- D. simple random sampling

Ans:

45. A sample that is made up of those volunteers or others who are readily available and willing to participate is known as what type of sample?

- A. convenience sample
- B. quota sample
- C. maximum variation sample
- D. snowball sample

Ans:

46. A sampling technique in which the researcher seeks out the full range of extremes in the population is also known as _____.

- A. cluster sampling
- B. quota sampling
- C. maximum variation sampling
- D. snowball sampling

Ans:

47. Which of the following is the appropriate measure of central tendency to report with an extremely skewed distribution?

- A. mean
- B. range
- C. mode
- D. median

Ans:

48. A _____ tells you what percentage of a distribution scored below a specific score.

- A. frequency
- B. percentile
- C. mean
- D. standard deviation

Ans:

49. Which of the following is not a characteristic of post-positivist research?

- a. reductionism
- b. a set of logically related steps
- c. belief in multiple perspectives
- d. focus on objective meanings


Ans:

50. Which of the following represents a quantitative research design?

- a. narrative research
- b. survey research
- c. ethnography
- d. phenomenological research

Ans:

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P/Bag 13388
Windhoek
Namibia

2022-05-12

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