



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION**

**DEPARTMENT OF MARKETING AND LOGISTICS**

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

<b>SECOND OPPORTUNITY EXAMINATION</b>	
<b>EXAMINER(S)</b>	Prof. Lovemore Matipira Dr. Geoffrey Nambira Dr. Nikodemus Angula
<b>MODERATOR:</b>	Prof. Peter Clement

<b>INSTRUCTIONS</b>
1. Provided on On-Line Exam setting below



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

Research Methodology (RME811S)

Second Opportunity Examination

June 2022

**DATE: 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 is a recommended way to maintain the confidentiality of your participants?
  - A. obtain written informed consent from all participants.
  - B. use pseudonyms for your participants
  - C. staple the forms with participants' names and other identifying information to their responses
  - D. report data about participants in aggregate form

**Ans:**

2. How much information about your sample should you include in your write-up?
  - A. as much as possible



- B. just the number of people, otherwise, you run the risk of an ethical violation.
- C. whatever each individual participant authorizes you to share.
- D. enough information that another researcher could replicate your study with different participants

**Ans:**

3. If you have data from qualitative measures that you wish to examine with descriptive statistics, you must first \_\_\_\_\_.
- A. code the data
  - B. graph the data
  - C. summarize the data using frequencies.
  - D. you cannot analyze data from qualitative measures with descriptive statistics.

**Ans:**

4. What is the difference between coding and numerical coding?
- A. coding is used for qualitative data and numerical coding is used for quantitative data.
  - B. numerical coding is more scientific than coding.
  - C. numerical coding includes an extra step of assigning numbers to categories.
  - D. coding does not require you to categorize the data.

**Ans:**

5. 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:**

6. 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:**

7. A simple count of how many times a score occurred in a sample is the \_\_\_\_\_.
- A. percentage
  - B. frequency
  - C. cumulative percentage
  - D. central tendency

**Ans:**

8. The proportion of a score within a sample is the \_\_\_\_\_.
- A. percentage
  - B. frequency
  - C. cumulative percentage
  - D. central tendency



**Ans:**

9. \_\_\_\_\_ are one-on-one conversations directed by a researcher.

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

**Ans:**

10. A researcher reports that females comprised 49% of the sample. What type of descriptive statistic is the researcher reporting?

- A. percentage
- B. frequency
- C. cumulative percentage
- D. central tendency

**Ans:**

11. A researcher reports that there were 126 females and 132 males in the sample. What type of descriptive statistic is the researcher reporting?

- A. percentage
- B. frequency
- C. cumulative percentage
- D. central tendency

**Ans:**

12. A researcher reports that 30% of the participants in the sample were between the ages of 45 and 65. What type of descriptive statistic is the researcher reporting?

- A. percentage
- B. frequency
- C. cumulative percentage
- D. central tendency

**Ans:**

13. 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:**

14. 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:**

15. 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:**

16. 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:**

17. 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:**

18. 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 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:**

19. 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:**

20. 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:**

21. 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:**

22. The group of people, animals, or archives you are interested in examining is your \_\_\_\_\_.
- A. population
  - B. subpopulation
  - C. sample
  - D. sampling bias

**Ans:**

23. 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:**

24. 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:**

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

- A. snowball sampling
- B. convenience sampling
- C. stratified random sampling.
- D. quota sampling

**Ans:**

26. 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:**

27. 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:**



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

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

**Ans:**

29. 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:**

30. Which function of a research introduction is often underdeveloped in research proposals?

- a. Create reader interest in the topic.
- b. Establish the problem that leads to the study.
- c. Place the study within the larger context of the literature.
- d. Target a specific audience.

**Ans:**

31. When summarizing literature, what is the time limit to qualify as “recent literature”?

- a. past 3 years
- b. past 5 years
- c. past 8 years
- d. past 10 years

**Ans:**

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

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

**Ans:**

33. All of the following are reasons for conducting a literature search except \_\_\_\_\_.

- a. to save time and effort.
- b. to develop adequacy in the relevant disciplines.
- c. to widen the topic and open the focus of the research question.
- d. to discover what scholarly knowledge has been produced on the topic by different disciplines.

**Ans:**

34. To avoid becoming overwhelmed as the reading proceeds, students are encouraged to \_\_\_\_\_.

- a. read multiple disciplinary literature reviews to further understand the problem or question.
- b. consult disciplinary experts for practical advice
- c. organizes information in some systematic way so it can be easily accessed later.



d. rethink the question or problem and reassess the relevant literature.

**Ans:**

35. Which of the following is true of scholarly works?

- A. They are written for the general public.
- B. They aim to advance knowledge and scientific study in a field.
- C. They are usually written by journalists.
- D. They always include a report of original research.

**Ans:**

36. If you find an article published in a newspaper, you can be relatively certain that it is \_\_\_\_\_.

- A. a scholarly source
- B. a popular source
- C. a primary source
- D. a secondary source

**Ans:**

37. The purpose of the peer review process is to \_\_\_\_\_.

- A. make it difficult for researchers to make their findings public.
- B. help ensure the quality of published articles.
- C. validate findings through replication.
- D. test the reliability of the study

**Ans:**

38. A primary source published in an academic journal is called a \_\_\_\_\_.

- A. primary research article
- B. dissertation
- C. literature review
- D. peer review

**Ans:**

39. The main difference between a primary research article and a literature review is \_\_\_\_\_.

- A. a primary research article does not include a review of past research.
- B. a literature review never includes a Method section.
- C. a literature review never includes an Abstract.
- D. a literature review does not include results of original research.

**Ans:**

40. A commentary in an academic journal is a \_\_\_\_\_.

- A. primary source
- B. scholarly source
- C. popular source
- A. report of original research

**Ans:**





41. 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:**

42. The \_\_\_\_\_ of a primary research article provides a brief overview of the entire study.

- A. Introduction
- B. Abstract
- C. Results section
- D. Discussion section

**Ans:**

43. The hypothesis can usually be found at the end of the \_\_\_\_\_.

- A. Introduction
- B. References
- C. Results section
- D. Discussion section

**Ans:**

44. Validity deals with \_\_\_\_\_, while reliability deals with \_\_\_\_\_.

- A. accuracy; consistency
- B. consistency; accuracy
- C. confounds; causation.
- D. causation; correlation

**Ans:**

45. Validity and reliability are dealt with from two perspectives or regarding \_\_\_\_\_.

- A. personal issues and professional examples
- B. participant confounds and experimenter measures.
- C. the study level and the measurement level
- D. the manipulation of variables and the data collection

**Ans:**

46. A scale that measures what it is supposed to measure is \_\_\_\_\_.

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

**Ans:**

47. 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:**

48. \_\_\_\_\_ research is designed to answer the “who, what, where, when, and how” questions.

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

**Ans:**

49. 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:**

50. \_\_\_\_\_ are one-on-one conversations directed by a researcher.

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

**Ans:**

*Burrows*

