


<b>Name:</b>	
<b>Enrolment No:</b>	

**UPES**  
**End Semester Examination, May 2024**

**Course: Quantitative Techn. & Research Methodology**      **Semester: IV**  
**Program: BA-PPA**      **Time: 03 hrs.**  
**Course Code: BAPP2007**      **Max. Marks: 100**

**Instructions:**  
**SECTION A**  
**10Qx2M=20Marks**

S. No.		Marks	CO
1	Statement of question		
	i) Applied research is characterized by: a) Its theoretical nature b) Its focus on practical problems c) Its long-term perspective d) Its emphasis on basic principles	<b>2</b>	<b>CO1</b>
	ii) Why is research important in social sciences? a) To make money b) To advance theoretical understanding c) To improve social policies and practices d) To develop new technologies	<b>2</b>	<b>CO1</b>
	iii) What is the role of an ethics committee in research? a) To ensure that research is profitable b) To ensure that research follows ethical guidelines c) To provide funding for research projects d) To publish research findings	<b>2</b>	<b>CO1</b>
	iv) What is the first step in conducting research? a) Formulating a hypothesis b) Collecting data c) Analyzing data d) Identifying a research problem	<b>2</b>	<b>CO2</b>
	v) Which of the following best defines a research paradigm? a) A research hypothesis b) A theoretical framework guiding research c) The analysis of research data d) The final conclusions of a research study	<b>2</b>	<b>CO2</b>
	vi) Quantitative research methods primarily focus on: a) Exploring subjective experiences b) Understanding social phenomena c) Measuring variables and analyzing numerical data d) Describing and interpreting meanings	<b>2</b>	<b>CO4</b>
	vii) What is the disadvantage of using interviews for data collection? a) They can be time-consuming and resource-intensive b) They lack depth in understanding participants' perspectives c) They provide limited opportunities for follow-up questions	<b>2</b>	<b>CO3</b>

	d) They yield less reliable data compared to questionnaires		
	viii) What is the advantage of probability sampling over non-probability sampling? a) It is less biased and more representative of the population b) It requires fewer resources and less time to implement c) It allows for greater control over the selection process d) It ensures higher response rates from participants	2	CO2
	ix) Why is referencing important in report writing? a) To increase the word count and meet length requirements b) To give credit to the authors of sources used and avoid plagiarism c) To make the report more visually appealing and engaging d) To simplify the process of data analysis and interpretation	2	CO3
	x) Which of the following is an example of a citation format commonly used in academic writing? a) APA (American Psychological Association) b) MLA (Modern Language Association) c) IQRA (International Quality Research Association) d) SAT (Standardized Assessment Test)	2	CO3
<b>SECTION B</b> <b>4Qx5M= 20 Marks</b>			
2	Statement of question		CO
	a) Define research and distinguish between fundamental and applied research.	5	CO1
	b) Discuss the significance of mixed methods research in contemporary research paradigms.	5	CO4
	c) Discuss interviews, and questionnaires and their advantages, disadvantages, and appropriate usage in research contexts.	5	CO2
	d) Explain the importance of referencing and citations in report writing.	5	CO3
<b>SECTION-C</b> <b>3Qx10M=30 Marks</b>			
3	Statement of question		CO
	a) Discuss the steps involved in conducting research. Explain each step and its significance in the research process.	10	CO2
	b) Compare and contrast surveys, interviews, and observations as methods of data collection.	10	CO3
	c) Explain the process of simple random sampling. Describe how researchers can ensure randomness in selecting participants and provide examples of research scenarios where simple random sampling would be appropriate.	10	CO2
<b>SECTION-D</b> <b>2Qx15M= 30 Marks</b>			
4	Statement of question		CO
	a) A research team is conducting a study to investigate the effectiveness of a new teaching method on student performance in mathematics. The researchers plan to collect data from a sample of students in a local high school. They are debating between using a	15	CO2

	<p>probability sampling method or a non-probability sampling method for selecting participants. Evaluate which sampling method would be most appropriate for the researchers' study on the effectiveness of the new teaching method in mathematics. Provide recommendations for the researchers, including considerations for sample representativeness, generalizability of findings, and feasibility of implementation.</p>		
	<p>b) A local government agency wants to evaluate citizen satisfaction with its services, including public transportation, waste management, and recreational facilities. They plan to conduct research to identify areas for improvement and enhance service delivery. What role did the review of existing literature play in shaping the research objectives and methodology?</p>	<p><b>15</b></p>	<p><b>CO4</b></p>