



**UNIVERSITY OF THE PUNJAB**  
Seventh Semester – 2019  
**Examination: B.S. 4 Years Program**

Roll No. in Fig. ....

Roll No. in Words. ....

**PAPER: Research Methodology**  
**Course Code: ECON-402 Part-I (Compulsory)**

**MAX. TIME: 15 Min.**  
**MAX. MARKS: 10**

Signature of Supdt.:

**Attempt this Paper on this Question Sheet only.**  
**Please encircle the correct option. Division of marks is given in front of each question.**  
**This Paper will be collected back after expiry of time limit mentioned above.**

**Q.1. Encircle the right answer, cutting and overwriting is not allowed. (1x10=10)**

The data collected from the Internet is called:

- I (a) Primary data (b) Ordinal data  
(c) Ratio data (d) Secondary data

A method, similar to group interviews, used to generate data is called:

- II (a) Basic research (b) Focus Group  
(c) Diagnostic research (d) Fundamental research

A problem that motivates the researcher to carry out research study is called:

- III (a) Research Hypotheses (b) Research Problem  
(c) Research Technique (d) Research Methods

Which one of the following is not required in conducting research?

The data collected from the Internet is called:

- IV (a) Honesty (b) Misinterpretation of data  
(c) Integrity (d) Confidentiality

Research that takes help of historical sources to carry out study is called:

- V (a) Field Research (b) Longitudinal Research  
(c) Historical Research (d) Quantitative Research

VI The type of sampling in which the entire universe is divided into groups and some groups are randomly selected in the sample is called:

- a. Quota Sampling  
b. Group Sampling  
c. Cluster Sampling  
d. Systematic Sampling

**P.T.O.**



**UNIVERSITY OF THE PUNJAB**

Seventh Semester – 2019

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**PAPER: Research Methodology**  
**Course Code: ECON-402 Part – II**

**MAX. TIME: 2 Hrs. 45 Min.**  
**MAX. MARKS: 50**

**ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED**

**Q.2. Explain the short questions.**

**(4 x 5 = 20)**

- i. Hypothesis testing
- ii. Sources of secondary data
- iii. Basic Research
- iv. Field procedure
- v. Explanatory Research
- vi. Random Sampling
- vii. Importance of Research
- viii. Stratified Sampling
- ix. Internal validity
- x. Survey

**Q.3. Explain the detailed questions.**

**(3 x 10 = 30)**

- i. Differentiate between exploratory research design and descriptive research design in details. 10
- ii. Explain guideline for construction of questionnaire as a tool of data collection. 10
- iii. What are the major objectives of the research interview? 10



**UNIVERSITY OF THE PUNJAB**  
B.S. 4 Years Program : Fifth Semester – Fall 2021

Roll No. ....  
Time: 3 Hrs.      Marks: 60

Paper: Research Methods-II

Course Code: ECON-303 A

Time: 3 Hrs.

Marks: 60

**Q.1. Give short answers to the following questions. (5x6=30)**

- a. Why do most of the researchers use item analysis approach the scale construction?
- b. Explain Simple correlation
- c. Explain Multiple regression analysis
- d. How precision can be improved in sampling
- e. Explain how extraneous variables create experimental error in your study?

**Q.2. Answer the following questions in detail. (3x10=30)**

- i. Discuss different methods of primary data collection.
- ii. Suppose you are conducting a primary research. Which research methods and research methodology you will choose? Explain with the help of an example.
- iii. How social scientists form hypothesis to check the relationship between variables.



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Seventh Semester 2017  
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PAPER: Research Methodology  
Course Code: ECON-402

TIME ALLOWED: 2 hrs. & 30 mins.  
MAX. MARKS: 50

*Attempt this Paper on Separate Answer Sheet provided.*

### Subjective Part

Q. 2	Briefly explain the following i. Exploratory the study ii. Applied research iii. Continuous variables iv. Null hypothesis v. Human interactive interview vi. Double barreled questions vii. Significance level viii. Type-II error ix. Sampling error x. Cognitive changes	20
Q. 3	Explain interviewing techniques. Construct guidelines for interviewing.	10
Q. 4	What are the different types of variables? Explain their significance in research process.	10
Q. 5	What are the different sources of primary and secondary data? Explain them in detail.	10



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TIME ALLOWED: 30 mins.  
MAX. MARKS: 10

*Attempt this Paper on this Question Sheet only.*

### Objective Part

Q.1	Encircle the correct answer	10
I	Research that is conducted to expand the boundaries of knowledge itself is called a) Applied Research      b) Basic Research c) Business Research      d) Social Research	
II	Data that have been previously collected for some project other than the one at hand is called a) Primary Data      b) Pilot Data c) Tertiary Data      d) Secondary Data	
III	The data that you gather from Economic Survey of Pakistan is called a) Primary Data      b) Secondary Data c) Authenticated Data      d) Auspices Data	
IV	Personal interview conducted at the respondent's home or place of business is a) Door to door interview      b) Mall intercept interview c) Human interactive interview      d) None of the above	
V	An error caused by rejecting the null hypothesis when it is true is called a) Critical Error      b) Type-II Error c) Type-I Error      d) None of the above	



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Course Code: ECON-402

TIME ALLOWED: 30 mins.  
MAX. MARKS: 10

*Attempt this Paper on this Question Sheet only.*

### Objective Part

Q.1	Encircle the Correct Answer	10
I	Failing to reject a false null hypothesis is called: (a) Critical error (b) Type-II error (c) Type-I error (d) Sampling bias	
II	That research which seeks to solve practical problems is called (a) Diagnostic research (b) Descriptive research (c) Applied research (d) Qualitative research	
III	Research that is done in laboratory is called: (a) Field Research (b) Laboratory Research (c) Longitudinal Research (d) Exploratory Research	
IV	The approach in which an artificial environment is created to generate relevant information and data (a) Simulation approach (b) Inferential approach (c) Experimental approach (d) Analytical approach	
V	Type of focus group, in which two moderators intentionally take opposite sides, is called: (a) Two-way focus group (b) Dual moderator Focus Group (c) Dueling moderator focus group (d) Respondent moderator focus group	



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MAX. MARKS: 50

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### Subjective Part

Q.2	<b>Briefly Explain the following</b> i. Diagnostic research ii. Quantitative research iii. Exploratory research iv. Null Hypothesis v. Primary Data vi. Sampling Bias vii. Questionnaire viii. Interview ix. Scale Construction x. Observations	20
Q.3	Discuss the sources of information to conduct social research.	10
Q.4	State basic procedures followed in the selection of statistical samples.	10
Q.5	Elaborate the problems of communication in the construction of the questionnaire	10