

RESEARCH METHODOLOGY

TECHNIQUES OF DATA COLLECTION & PROCESSING

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1. Which of the following is a primary method of data collection?

- a) Government statistical reports
- b) Survey
- c) Textbooks
- d) Journal articles

B . Survey

2. Which type of data collection uses already existing data for analysis?

- a) Primary
- b) Secondary
- c) Experimental
- d) Qualitative

B . Secondary

3. A focus group is best suited for:

- a) Collecting quantitative data
- b) Time-series data
- c) Collecting qualitative insights

C . Collecting qualitative insights

4. The process of converting raw data into a meaningful form is called:

- a) Data validation
- b) Data processing
- c) Data coding
- d) Data collection

B . Data processing

5. A questionnaire with “Yes” or” No” answers collects what type of data?

- a) Nominal
- b) Ordinal
- c) Interval
- d) Ratio

A . Nominal

6. Which is an example of qualitative data collection?

- a) Sales figures
- b) Interview transcripts
- c) Test scores

B . Interview transcripts

7. A Likert scale is used to measure:

- a) Frequency
- b) Attitude or opinion
- c) Age
- d) Time

B . Attitude or opinion

8. Which method is cheapest for large-scale data collection?

- a) Face-to-face interview
- b) Postal survey
- c) Telephone survey
- d) Online survey

D . Online survey

9. In experiments, data is collected to:

- a) Test hypotheses
- b) Describe situations only
- c) Avoid random sampling
- d) Eliminate all variables

A . Test hypotheses

10. Which of the following is not a tool for observation?

- a) Checklist
- b) Rating scale
- c) Interview schedule
- d) Field diary

C . Interview schedule

11. Which observation tool uses “Yes/No” or “present/absent” responses?

- a) Anecdotal record
- b) Checklist
- c) Rating scale
- d) Time sampling sheet

B . Checklist

12. Which types of schedule shows tasks in sequence with time estimates?

- a) Budget schedule
- b) Gantt chart
- c) Attendance register
- d) Job description

B . Gantt chart

13. Which of the following software is commonly used for scheduling?

- a) Adobe photoshop
- b) Microsoft project
- c) AutoCAD
- d) Oracle SQL

B . Microsoft project

14. Which schedule integrates all project tasks into a single plan?

- a) Shift schedule
- b) Master schedule
- c) Daily schedule
- d) Partial schedule

B . Master schedule

15. In scheduling, a 'slack time' refers to:

- a) Time when no one works
- b) A holiday
- c) A time for meeting
- d) Extra time available before a task must start

D . Extra time available before a task must start

16. Which of the following best defines a schedule?

- a) A plan showing events or tasks with their timing
- b) A budget for a project
- c) A communication plan
- d) A list of goals

A . A plan showing events or tasks with their timing

17. In project management, what does “critical path” mean?

- a) The path with least resources
- b) The shortest sequence of tasks
- c) The longest sequence of dependent tasks
- d) A list of all tasks

C . The longest sequence of dependent tasks

18. Which of the following is NOT a benefit of proper scheduling?

- a) Improved resource allocation
- b) Better time management
- c) Reduced productivity
- d) Clear task priorities

C . Reduced productivity

19. Which schedule type shows employees' working hours?

- a) Shift schedule
- b) Critical path schedule
- c) Production schedule
- d) Master schedule

A . Shift schedule

20. If two tasks can be done at the same time, they are said to be:

- a) Sequential
- b) Parallel
- c) Dependent
- d) Milestones

B . Parallel

21. Which scheduling technique is best for repetitive manufacturing?

- a) Flow shop scheduling
- b) Job shop scheduling
- c) Project scheduling
- d) Random scheduling

A . Flow shop scheduling

22. Which of the following best describes a questionnaire?

- a) A written list of questions for collecting data
- b) A verbal interview method
- c) A method of analyzing data
- d) A computer program

A . A written list of questions for collecting data

23. Which type of questionnaire allows respondents to answer in their own words?

- a) Closed-ended questionnaire
- b) Open-ended questionnaire
- c) Structured questionnaire
- d) Standardized questionnaire

B . Open-ended questionnaire

24. Which of the following is an advantage of using questionnaires?

- a) Very high cost
- b) Can collect data from a large sample quickly
- c) Requires face-to-face contact
- d) Answers are always completely truthful

B . Can collect data from a large sample quickly

25. Which type of questionnaire provides pre-determined options for answers?

- a) Unstructured
- b) Semi-structured
- c) Closed-ended
- d) Descriptive

C .closed-ended

26. Which method is often used to distribute questionnaires in modern research?

- a) Clarity
- b) Bias in wording
- c) Logical sequence
- d) Simplicity

B .bias in wording

27. Which type of questions are used for used for measuring attitudes in a questionnaire?

- a) Likert scale questions
- b) True of False questions
- c) Multiple choice only
- d) Essay questions

A . Likert scale questions

28. What is the main ethical concern when using questionnaires?

- a) Printing cost
- b) Respondent privacy and consent
- c) Number of questions
- d) Length of questionnaire

B . Respondent privacy and consent

29. Projective techniques are primarily used to

- a) Measure physical abilities
- b) Reveal hidden emotions and motives
- c) Test mathematical skills
- d) Assess memory retention

B . Reveal hidden emotions and motives

30. Which of the following is a popular projective techniques?

- a) Likert scale
- b) Semantic differential scale
- c) Rorschach inkblot test
- d) Multiple-choice questionnaire

C . Rorschach inkblot test

31. The thematic apperception test(TAT) uses

- a) Word associations
- b) Ambiguous pictures
- c) Geometric shapes
- d) Mathematical problems

B . Ambiguous pictures

32. Rorschach test contains

- a) 5 cards with pictures
- b) 10 inkblot cards
- c) 15 geometric figures
- d) 20 abstract paintings

B . 10 inkblot cards

33. A projective technique where respondents are asked to role-play is called

- a) Storytelling
- b) Third-person technique
- c) Cartoon test
- d) Role playing

D . Role playing

34. The main advantage of projective techniques is that they

- a) Are quick to administer
- b) Reveal deep-seated feelings
- c) Always give objective results
- d) Require no interpretation

B . Reveal deep-seated feelings

35. Which of the following is NOT a projective technique?

- a) Story completion
- b) Semantic differential
- c) Cartoon test
- d) Word association

B . Semantic differential

36. Projective techniques are mostly used in

- a) Qualitative research
- b) Quantitative research
- c) Experimental physics
- d) Statistical sampling

A . Qualitative research

37. Which test uses humorous or incomplete cartoons to elicit responses?

- a) Sentence completion
- b) Cartoon test
- c) Inkblot test
- d) Third-person technique

B . Cartoon test

38. Which of the following is a verbal projective techniques?

- a) Word association test
- b) Rorschach inkblot test
- c) Picture completion test
- d) Draw-A-person test

A . Word association test

39. Projective techniques are called “indirect” methods because

- a) They measure height indirectly
- b) They avoid asking direct questions about feelings
- c) They use indirect lighting
- d) They are only done through the internet

B . They avoid asking direct questions about feelings

40. Primary data refers to data that is:

- a) Collected for the first time by the researcher
- b) Already collected by others
- c) Always available on the internet
- d) Based on historical records

A . Collected for the first time by the researcher

41. Which of the following is not a method of collecting primary data?

- a) Surveys
- b) Interviews
- c) Census reports
- d) Observations

C .census reports

42. Government publications and statistical reports are examples of:

- a) Primary data
- b) Secondary data
- c) Field data
- d) Direct data

B .secondary data

43. Which data type is more suitable when time is limited?

- a) Primary data
- b) Secondary data
- c) Both equally
- d) None of the above

B . Secondary data

44. An interview conducted by the researcher is an example of:

- a) Secondary data
- b) Indirect data
- c) primary data
- d) External data

C . primary data

45. Which data type may require verification for accuracy before use?

- a) Primary data
- b) Secondary data
- c) Both primary and secondary
- d) None of the above

B . Secondary data

46. Data collected by a marketing firm for a specific client's project is:

- a) Secondary data
- b) archived data
- c) Public data
- d) Secondary data

D . Secondary data

47. Which of the following is true about primary data?

- a) Collected for another purpose
- b) Usually outdated
- c) Original and first-hand
- d) Always free to access

C . Original and first-hand

48. In questionnaire design, questions should be:

- a) Ambiguous
- b) Simple and clear
- c) Very long and detailed
- d) Full of technical terms

B . Simple and clear

49. Which method helps in resining questions before the main survey?

- a) Data coding
- b) Pilot study
- c) Data tabulation
- d) Sampling

B . Pilot study

50. A well-constructed questionnaire should:

- a) Meet research objectives
- b) Be too lengthy to cover all areas
- c) Contain leading and loaded questions
- d) Avoid pre-testing

A . Meet research objectives

Thank you