

MODULE - 4

Data Collection

Collection of Primary Data, Collection of Secondary Data, Selection of Appropriate Method for Data Collection, Case Study Method. Interpretation and Report Writing: Meaning of Interpretation, Technique of Interpretation, Precaution in Interpretation, Significance of Report Writing, Different Steps in Writing Report, Layout. Types of Reports, Oral Presentation, Mechanics of Writing a Research Report, Precautions for Writing Research Reports

8 Hours

Collection of Primary Data

1. Which of the following is NOT a method of primary data collection?
 - a) Questionnaires
 - b) Interviews
 - c) Observations
 - d) Government reports

Answer: d) Government reports

2. The most reliable method for collecting primary data is:
 - a) Personal interviews
 - b) Telephone surveys
 - c) Secondary data sources
 - d) Newspaper articles

Answer: a) Personal interviews

3. What type of primary data collection method ensures high response rates?
 - a) Online surveys
 - b) Face-to-face interviews
 - c) Postal questionnaires
 - d) Case studies

Answer: b) Face-to-face interviews

4. A major disadvantage of structured questionnaires is:
 - a) They are difficult to analyze
 - b) They are time-consuming
 - c) They restrict responses to fixed choices

d) They require trained interviewers

Answer: c) They restrict responses to fixed choices

5. Which of the following is an example of direct observation?

a) Analyzing previous research papers

b) Watching customer behavior in a store

c) Conducting telephone surveys

d) Using government census data

Answer: b) Watching customer behavior in a store

Collection of Secondary Data

11. Which of the following is an advantage of secondary data?

a) It is always reliable

b) It is less expensive and time-saving

c) It provides first-hand information

d) It does not require critical evaluation

Answer: b) It is less expensive and time-saving

12. Which source is NOT considered secondary data?

a) Census reports

b) Company financial statements

c) Direct interviews

d) Research articles

Answer: c) Direct interviews

13. The main limitation of secondary data is:

a) It is costly

b) It may not fit the current research need

c) It is time-consuming to collect

d) It is always outdated

Answer: b) It may not fit the current research need

14. Internal sources of secondary data include:

a) Government reports

b) Financial records of the company

c) Journal articles

d) Published books

Answer: b) Financial records of the company

15. What should researchers do before using secondary data?

a) Assume its accuracy

b) Verify its reliability and validity

c) Use it without cross-checking

d) Ignore the source details

Answer: b) Verify its reliability and validity

Selection of Appropriate Method for Data Collection

16. Which is the most suitable data collection method for a large-scale national survey?

a) Personal interviews

b) Mailed questionnaires

c) Observation

d) Case study

Answer: b) Mailed questionnaires

17. The choice of data collection method depends on:

a) Research budget

b) Time constraints

c) Nature of the study

d) All of the above

Answer: d) All of the above

18. Which method is best for collecting sensitive information?

a) Face-to-face interviews

b) Online anonymous surveys

c) Group discussions

d) Secondary data sources

Answer: b) Online anonymous surveys

19. Which factor is NOT considered while choosing a data collection method?

a) Availability of research funds

b) Sample size

c) Researcher's personal interest

d) Nature of the problem being studied

Answer: c) Researcher's personal interest

20. The most flexible and adaptable data collection method is:

a) Structured questionnaire

b) Personal interviews

c) Telephone survey

d) Mailed survey

Answer: b) Personal interviews

Interpretation and Report Writing

21. Interpretation of data refers to:

a) Summarizing raw data

b) Drawing conclusions from analyzed data

c) Gathering research data

d) Formatting a report

Answer: b) Drawing conclusions from analyzed data

22. What is the first step in writing a research report?

a) Collecting data

b) Defining the research problem

c) Organizing the report layout

d) Formatting tables and charts

Answer: b) Defining the research problem

23. A well-written research report should NOT:

a) Be clear and concise

b) Include biased interpretations

c) Follow a structured format

d) Provide proper citations

Answer: b) Include biased interpretations

24. The primary objective of report writing is to:

a) Communicate research findings effectively

b) Justify the research funding

c) Avoid discussion on key issues

d) Make the research lengthy

Answer: a) Communicate research findings effectively

25. The final section of a research report usually contains:

a) Research findings and conclusions

b) Literature review

c) Statement of the problem

d) Research objectives

Answer: a) Research findings and conclusions

*******END OF MODULE-4*******