1. The **primary motivation** of a student occurs when:
   A. They want to impress their teacher
   B. They learn only for exams
   C. They enjoy the learning activity itself
   D. They study to get a high salary
   Answer: C
2. Which of the following is **not** a characteristic of effective note-taking?
   A. Writing word-for-word
   B. Highlighting main ideas
   C. Using abbreviations
   D. Including examples and explanations
   Answer: A
3. A person's **self-concept** is connected with:
   A. Memory power
   B. Self-fulfilling prophecy
   C. Mnemonic devices
   D. Bulimic reading
   Answer: B
4. Which memory type lasts longer and stores information better?
   A. Emotional memory
   B. Short-term memory
   C. Visual memory
   D. Long-term memory
   Answer: D
5. Which system is most commonly used to classify books in school libraries?
   A. Harvard Referencing System
   B. American Psychological System
   C. Dewey Decimal System
   D. Modern Library Method
   Answer: C

SECTION B: TRUE/FALSE (10 MARKS)
6. A student should always review notes immediately after class to increase retention.
   Answer: True
7. Secondary motivation is driven by the love of learning a subject.
   Answer: False
8. Summarizing and outlining help reduce quantity into quality learning.
   Answer: True
9. Listening is considered the most effortless skill for learning.
   Answer: False
10. All reading should be broad and bulimic for better knowledge.
    Answer: False

SECTION C: SHORT ANSWER (30 MARKS)
11. **Define the P.O.W.E.R. learning model. Briefly explain each component.**
    Answer:

- **P**repare: Set goals (short and long-term)
- **O**rganize: Arrange tasks mentally and physically
- **W**ork: Be motivated and responsible
- **E**valuate: Assess the output against goals
- **R**ethink: Reflect and question assumptions

12. **List and explain any three personal characteristics essential for effective studying.**
    Answer:
- **Self-confidence**: Belief in one's abilities
- **Will**: Determination to act upon goals
- **Motivation**: Internal drive that sustains learning

13. **What is the difference between active and passive study methods? Provide an example.**
    Answer:
- **Active**: Engaging directly with the material (e.g., summarizing, reciting aloud)
- **Passive**: Observing without engagement (e.g., reading only)

14. **Mention three benefits of effective classroom atmosphere created by the teacher.**
    Answer:
- Encourages adaptation and joy in learning
- Enhances cooperation and mutual respect
- Stimulates students to reach their full potential

15. **State two reasons for conducting tests and examinations.**
    Answer:
- To motivate students
- To measure the extent of learning and identify strengths/weaknesses

SECTION D: ESSAY QUESTIONS (50 MARKS)
Answer any two of the following. Each question carries 25 marks.

16. **Discuss the importance of effective note-taking. What are the key components that must be included in your notes?**
    (Answer should include: clarity, use of examples, organization, abbreviations, attention to themes, explanations, and connections.)

17. **Explain the steps a student should take in preparing for tests and examinations. Mention the psychological and practical strategies.**
    (Answer should include: consistent study schedule, rest, abstinence before exams, confidence, avoiding panic, using overviews of material.)

18. **Describe the differences between short-term and long-term memory and outline techniques a student can use to transfer knowledge into long-term memory.**
    (Answer should include: understanding before memorizing, regular revision, meaningful organization, avoiding interference, spacing learning.)

SECTION A: MULTIPLE CHOICE (10 MARKS)
Tick the correct answer.

1. Which of the following best defines research?
   A. Transferring information from one place to another
   B. Gathering random information
   C. A systematic and patient investigation to discover facts and relationships
   D. Copying information for presentation
   ✅ **Correct Answer: C**

2. What is the correct order of the steps in scientific research?
   A. Hypothesis – Conclusion – Data – Problem – Results
   B. Observation – Hypothesis – Experimentation – Interpretation – Conclusion
   C. Data – Hypothesis – Problem – Results – Observation
   D. Observation – Interpretation – Hypothesis – Conclusion – Experimentation
   ✅ **Correct Answer: B**
3. Which of the following is a **primary source** of data?
   A. A journal article interpreting survey results
   B. A government report based on previous research
   C. Firsthand data collected from participants
   D. A newspaper article
   ✅ **Correct Answer: C**
4. What type of research uses numerical data?
   A. Qualitative research
   B. Narrative research
   C. Quantitative research
   D. Descriptive research
   ✅ **Correct Answer: C**
5. Which research method explores the degree of relationship between variables?
   A. Descriptive research
   B. Correlational research
   C. Historical research
   D. Action research
   ✅ **Correct Answer: B**

SECTION B: TRUE OR FALSE (10 MARKS)

6. True research originates from a well-formulated question.
   ✅ **True**
7. Experimental research uses only one group to study cause and effect.
   ❌ **False** – It uses both control and experimental groups.
8. Validity means that a questionnaire measures what it is intended to measure.
   ✅ **True**
9. Systematic sampling selects participants based on availability.
   ❌ **False** – That's convenience sampling.
10. The hypothesis must be testable and reasonable.
    ✅ **True**

SECTION C: SHORT ANSWER QUESTIONS (30 MARKS)

11. **List and explain the two main types of research variables. (4 marks)**
    Answer:
- **Independent Variable**: A variable manipulated by the researcher to observe its effect.
- **Dependent Variable**: A variable that reflects the effect of the independent variable.
12. **Mention any three errors that should be avoided in research. (3 marks)**
    Answer:
- Hurriedness

- Inaccuracy
- Carelessness
13. **Differentiate between qualitative and quantitative research. (4 marks)**
    Answer:
- **Qualitative research** relies on narrative data and focuses on meaning and experience.
- **Quantitative research** relies on numerical data and uses statistical analysis.
14. **Name and explain any two ethical principles in research. (4 marks)**
    Answer:
- **Confidentiality**: Protecting the identity and data of participants.
- **Informed Consent**: Participants agree to take part knowing what is involved.
15. **What is a hypothesis and what are two characteristics it should have? (5 marks)**
    Answer:
- A **hypothesis** is a testable prediction or assumption about the relationship between variables.
- It should be:
  a) Testable
  b) Based on previous studies
16. **Define the term 'literature review'. Why is it important in research? (5 marks)**
    Answer:
- A **literature review** involves reading and analyzing prior studies related to the research topic.
- Importance: Identifies knowledge gaps, informs the problem statement, and supports methodology.

SECTION D: ESSAY QUESTIONS (50 MARKS)
Answer any two questions (25 marks each).
17. **Describe the components of a good research proposal and explain the purpose of each.**
    (Expected answer: Research topic, background, problem statement, objectives, questions, hypotheses, justification, significance, scope, organization, theoretical framework, definition of key terms.)
18. **Explain the different types of sampling techniques under probability and non-probability sampling. Provide examples.**
    (Expected answer: Probability - simple random, stratified, cluster, systematic; Non-probability - convenience, purposive, snowball, quota. Include examples and application for each.)
19. **Discuss the different phases of the research process from conceptualization to data analysis and presentation.**
    (Expected answer: Conceptual phase, literature review, formulation of research questions/objectives/hypotheses, methodology (design, population, sampling), data collection, data analysis (qualitative and quantitative), and presentation.)

"What are the essential elements needed to correctly cite a journal article using APA referencing style?"
And if you'd like the answer for reference:
Answer:
- Author(s) of the article (last name, initials)
- Year of publication (in parentheses)
- Title of the article (in sentence case, not italicized)

- Title of the journal (in italics and title case)
- Volume number (in italics)
- Issue number (if available, in parentheses)
- Page range of the article
- DOI (if available)

Example:

Smith, J. A., & Brown, L. M. (2020). The effects of sleep on memory. *Journal of Sleep Research, 29*(3), 123–134. https://doi.org/10.1111/jsr.12897

RESEARCH QUESTION

Research Topic:

The Impact of Social Media Usage on Academic Performance Among University Students

Problem Statement:

In recent years, social media platforms such as Facebook, Instagram, and TikTok have become increasingly popular among university students. While these platforms offer opportunities for communication, collaboration, and entertainment, there is growing concern that excessive or non-academic use of social media may negatively affect students' academic performance. Despite this concern, there is limited empirical data that clearly defines the nature and extent of this relationship, especially within the university setting. This study aims to fill that gap by examining how social media usage influences academic outcomes among students.

Variables:
- **Independent Variable:** Social media usage (frequency, duration, purpose)
- **Dependent Variable:** Academic performance (measured by GPA or academic results)
- **Control Variables (optional):** Age, gender, course of study, year of study

Research Questions:
1. How frequently do university students use social media platforms?
2. What is the primary purpose of social media use among students (academic vs. non-academic)?
3. Is there a significant relationship between the amount of time spent on social media and academic performance?
4. Does academic use of social media positively affect students' academic performance?

Research Objectives:
1. To determine the frequency and duration of social media usage among university students.
2. To identify the primary purposes for which students use social media.
3. To examine the relationship between social media usage and academic performance.
4. To assess whether academic-related social media use correlates with improved academic outcomes.

Hypotheses:
- **H_0 (Null Hypothesis):** There is no significant relationship between social media usage and academic performance among university students.
- **H_1 (Alternative Hypothesis):** There is a significant relationship between social media usage and academic performance among university students.

- **H$_2$:** Students who use social media primarily for academic purposes perform better academically than those who use it for non-academic reasons.
- **H$_3$:** Higher frequency and duration of social media use negatively affect academic performance.