

Reg. No.:



Name:

University of Kerala

U9292

Second Semester FYUGP Degree Examination, April 2025

Multi-Disciplinary course

ECONOMICS

UK2MDCECO101 - Survey Techniques in Social Sciences

Academic Level: 100-199

Time: 1 Hour 30 Minutes(90 Mins.)

Max. Marks: 42

Part A. 6 Marks.Time:6 Minutes.(Cognitive Level:Remember(RE)/Understand(UN)) Objective Type. 1 Mark Each.Answer all questions

Qn No.	Question	CL	CO
1	Which of the following is a method of gathering customer feedback using touch screens ? Options : A)Kiosk survey B)Mobile survey C)E- mail survey D)Focus groups	RE	1
2	Which one is listed at the end of a research paper in a specific citation style to acknowledge prior studies? Options : A)Appendices B)Footnotes C)References D)Summary	RE	1
3	Why are tables and graphs used in a report? Options : A)To confuse readers B)To visually represent data C)To add more words D)To replace discussions	UN	1
4	What is the important purpose of a literature review in a survey? Options : A)To gain a background knowledge of the research topic B)To identity the appropriate methodology C)To identify the data sources used by the other researchers D)All of the above	UN	1
5	Writing a good survey proposal is important because,(i) It helps to communicate between the collaborators about the research.(ii) It helps to get funding from a funding agency.(iii) It brings clarity on how to proceed with the research.(iv) It eliminates the need for data collection. Which of these options are correct? Options : A)(i), (ii) and (iii) B)(ii) and (iv) C)(iii) and (iv) D)Only (iv)	UN	2
6	Which of the following is a key feature of frequency distribution?	UN	2

Qn No.	Question	CL	CO
	Options : A) It displays how often each value occurs in a dataset B) It measures the relationship between two variables C) It analyzes textual data for patterns D) It is only used in qualitative research		

Part B.8 Marks.Time:24 Minutes.(Cognitive Level:Understand(UN)/Apply(AP))Short Answer. 2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	Why is it essential to include a bibliography at the concluding part of a survey report?	UN	4
8	What is the purpose of descriptive statistics in quantitative research?	UN	2
9	Cite an example where you can effectively apply narrative analysis.	AP	3
10	If you are conducting a survey in a remote village with no internet access, which data collection method would be most effective?	AP	3

Part C. 28 Marks.Time:60 Minutes (Cognitive Level:Apply(AP)/Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer.7 marks each.Answer all 4 Questions choosing among options * within each question

Qn No.	Question	CL	CO
11	A) Illustrate the key steps in constructing a frequency distribution. OR B) Demonstrate the different types of questions usually included in a questionnaire with the help of suitable examples.	AP	3, 3
12	A) Examine the different types of random sampling methods. OR B) Qualitative research is distinctly different from quantitative research in many ways. Compare.	AN	3, 3
13	A) Evaluate the relative merits of the panel sampling method compared to simple random sampling. OR B) Assess the effectiveness of field surveys versus online surveys in collecting data on social issues.	EV	3, 3

Qn No.	Question	CL	CO
14	A) Design a kiosk survey to asses a new product OR B) Design a questionnaire for conducting an online survey on social media usage among students.	CR	5, 5