|  |  |  |
| --- | --- | --- |
| **Concept** | **Question** | **% correct** |
|   |  |   |
| primary research | 1 | 88.3 |
| secondary research | 2 | 91.3 |
| quantitative research | 3 | 88.3 |
| qualitative research | 4 | **48.9** |
| observation research | 5 | 95.2 |
| survey research | 6 | 93.2 |
| exploratory research | 7 | **48.9** |
| descriptive research | 8 | **47.3** |
| causal research | 9 | **44.2** |
| sampling | 10 | 88.3 |
| reliability | 11 | 81.2 |
| validity | 12 | 86.3 |
| scale development | 13 | 86.3 |
| questionnaire design | 14 | 91.2 |
| univariate data analysis | 15 | 85.1 |
| multivariate data analysis | 16 | 86.6 |
| cross-tabulation | 17 | **49.3** |
| test on means | 18 | **48.1** |
| ANOVA | 19 | **44.1** |
| regression | 20 | **47.9** |
| **MEAN** |  | **72.0** |
| **Average performance on six assignments** |  |  |
|  | **80** |