

Online Examinations (Even Sem/Part-I/Part-II Examinations 2020 - 2021)

Course Name - –Communication Research Methods

Course Code - MMSJC201

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Answer all the questions. Each question carry one mark.

9. 1. Observation, questionnaires and interviews are all

Mark only one oval.

- Research methodologies
- Theoretical frameworks
- Fundamental philosophies
- Data gathering methods

10. 2. A secondary source is something written about a primary source, a secondary source often builds on

Mark only one oval.

- An unusual source
- A cryptic source
- A secondary source
- A primary source

11. 3. The key issues in the design of a questionnaire are

Mark only one oval.

- The attitude of the researcher and the interest of the research supervisor
- The attitude and interest of the participants in the research
- The content of the questions, the presentation of the questions, the order of the questions, and the length of the questionnaire
- The methodology used in the research, the population of the research, whether or not a sample was used, and if one was, the sample method used

12. 4. The aim of the process of qualitative data analysis is to

Mark only one oval.

- Produce a complex statistical profile of the phenomenon under investigation
- Provide a description of that process
- Provide a skewed perspective on the phenomenon under investigation
- Accomplish a thick description of the phenomenon under investigation

13. 5. The statistical tool used to identify the degree of association between two variables is:

Mark only one oval.

- Correlation
- Regression
- Interpolation
- None of these

14. 6. A survey research methodology is particularly useful in facilitating the study of

Mark only one oval.

- People at work
- Women at work
- Very large populations and geographically scattered populations
- The workforce

15. 7. Secondary data is

Mark only one oval.

- Poor quality data
- Data that is gathered after primary data is gathered
- Data that is part of the second framework
- Data from secondary sources, data that already exists

16. 8. Questionnaires and scales are

Mark only one oval.

- Unstructured means of gathering data
- Semi-structured means of gathering data
- Structured means of gathering data
- Over structured means of gathering data

17. 9. Percentages

Mark only one oval.

- Are the same as ratios
- Can be used to calculate the standard deviation
- Are a good approximation of the interquartile range
- A particular kind of scale with measures of 1 to 100

18. 10. Which of the following is non probability sampling?

Mark only one oval.

- Snowball
- Random
- Cluster
- Stratified

19. 11. The four frameworks approach to the research project is an approach whereby

Mark only one oval.

- The researcher uses one of four frameworks to help design the research project
- Where the researcher carries out four research projects
- The first framework, the conceptual framework, shapes, supports and directs the other three frameworks
- Four methodologies are used in the research project

20. 12. There are particular and substantial ethical issues in engaging in research with

Mark only one oval.

- Big population
- Small population
- Broad population
- Vulnerable population

21. 13. In quantitative research interviews are conducted in

Mark only one oval.

- Research laboratories
- A structured and systematic manner
- An unstructured manner
- In a haphazard manner

22. 14. The researcher uses the coding key to

Mark only one oval.

- Understand the theory
- Understand the data
- Understand the research methodology
- Understand the data gathering methods

23. 15. The longitudinal approach of research deals with _____.

Mark only one oval.

- Horizontal researches
- Long-term researches
- Short-term researches
- None of these

24. 16. The step-by-step process by which the research project is conducted and completed is known as

Mark only one oval.

- The research process
- The process of describing research
- The process of developing research ideas
- The process of gathering data for a research project

25. 17. If it suits the requirements of the research the researcher may decide

Mark only one oval.

- To work with a sample taken from the population
- To work with a universe taken from the population
- To work with a pyramid taken from the population
- To work with a galaxy taken from the population

26. 18. In a focus group

Mark only one oval.

- The researcher facilitates a group of people in focusing on and discussing the phenomenon under investigation
- The researcher interviews a group of people
- The researcher interviews one person
- The researcher photographs a group of people

27. 19. The fourth and final stage of data analysis is the stage of

Mark only one oval.

- Describing data
- Gathering data
- Managing data
- Theorisation

28. 20. Recommendations are

Mark only one oval.

- Courses of action the researcher recommends based on the findings and conclusions of the study
- Simply a couple of ideas that the researcher jots down
- Long and complicated theoretical posturings that the researcher engages in
- Never taken seriously

29. 21. A sample is

Mark only one oval.

- A small research project
- A small literature review
- A subset of the population of the study
- A small set of data

30. 22. The decision to use observation in any study is taken in response to

Mark only one oval.

- The wishes of the researcher
- The wishes of the research supervisor
- The data requirements of the research project and the location of that data
- The wishes of the participants in the research

31. 23. Data management is

Mark only one oval.

- A fundamental responsibility of the research supervisor
- A fundamental responsibility of research participants
- A fundamental responsibility of the researcher
- A fundamental responsibility of the organisation where the research is carried out

32. 24. In the final chapter the researcher

Mark only one oval.

- Presents the conclusions and recommendations of the study
- Presents the context for the research
- Presents the background to the study
- Presents the research proposal

33. 25. Which correlation is the strongest?

Mark only one oval.

- 1.00
- 80
- 60
- 5

34. 26. Quantitative data are data in the form of

Mark only one oval.

- Images
- Numbers, numerical data
- Attitudes
- Impressions

35. 27. Observation is

Mark only one oval.

- A key data gathering method in the social sciences
- The role the research supervisor takes in the research process
- The role the researcher takes in the research process
- Option 4

36. 28. When you think of a question to ask in a questionnaire

Mark only one oval.

- Imagine asking a research participant to respond to that question and then try to imagine the kind of response they would likely make. That response will be the data you gather
- Include it immediately in your questionnaire
- Ask your research supervisor if it would be acceptable to include it in your questionnaire
- Ask your friends and classmates if it would be acceptable to include it in your questionnaire

37. 29. Within qualitative data analysis the researcher and the role of the researcher are made evident

Mark only one oval.

- In the obvious manner
- In a reflexive manner
- In a scholarly manner
- In a scientific manner

38. 30. Which of the following is an attitude measurement scale?

Mark only one oval.

- Nominal scale
- Ordinal scale
- Likert scale
- None of these

39. 31. Every research project should begin with

Mark only one oval.

- A statement of the research
- A decision about the data gathering methods to be used
- A decision about the research methodology to be used
- An understanding of the overall conclusion that will be drawn

40. 32. Secondary sources do not provide

Mark only one oval.

- Original information or evidence
- Reference details
- Useful data
- Valid data

41. 33. Questionnaires are used primarily to gather

Mark only one oval.

- Quantitative data
- Qualitative data
- Quantitative and qualitative data
- Secondary data

42. 34. Graphing data, like tabulating data

Mark only one oval.

- Is helpful in the construction of a theoretical framework
- Is helpful in the calculation of the mean, mode and median
- Allows for the communication of the range and the interquartile range
- Allows for the communication of large quantities of data in a very succinct manner

43. 35. Which of the following is an example of primary data?

Mark only one oval.

- Book
- Journal
- News Paper
- Census Report

44. 36. Social research is

Mark only one oval.

- About statistical analysis
- About investigating some aspect of the social world
- Done by sociologists
- Always complex and difficult to understand

45. 37. Types of representative sampling are random, quota, and _____.

Mark only one oval.

- Content
- Cluster
- Secondary
- Snowball

46. 38. Data gathering schedules are designed to

Mark only one oval.

- Provide the necessary data for the research project
- Fit into the bag the researcher carries
- Fit with the lifestyle the researcher pursues
- Provide the researcher with an introduction to the field or context within which the research will take place

47. 39. A computer software package, as well as helping analyse the data, also helps with

Mark only one oval.

- The loss of data
- The location of data
- The management of data
- The complication of data

48. 40. _____ is the first step of research process

Mark only one oval.

- Formulation of a problem
- Collection of Data
- Editing & Coding
- Selection of a problem

49. 41. Data collection methods are

Mark only one oval.

- The means by which literature is sourced for a research project
- The means by which data is analysed for a research project
- The means by which data is gathered for a research project
- The means by which the researcher develops a theoretical framework

50. 42. The basic rule of probability sampling is

Mark only one oval.

- That each member of the population has an equal probability of being selected for inclusion in the universe
- That each member of the population has an equal probability of being selected for inclusion in the pyramid
- That each member of the population has an equal probability of being selected for inclusion in the galaxy
- That each member of the population has an equal probability of being selected for inclusion in the sample

51. 43. Focus groups are generally used when

Mark only one oval.

- The researcher hasn't time to interview participants
- The researcher doesn't want to interview participants
- The researcher refuses to interview participants
- The researcher wants the participants to focus on a particular phenomenon and through that focus, generate some ideas about or insights into the phenomenon under investigation

52. 44. Data reduction is a fundamental aim of the process of

Mark only one oval.

- Managing data
- Gathering data
- Losing data
- Data analysis

53. 45. The research process is

Mark only one oval.

- A scientific endeavour
- A creative endeavour
- An endeavour that is neither creative nor scientific
- An endeavour that is both creative and scientific

54. 46. The purpose of the research proposal is

Mark only one oval.

- To generate monetary sources for the organization
- To present management question to be researched and its importance
- To discuss the research efforts of others who have worked on related management question
- None of these

55. 47. A research proposal is

Mark only one oval.

- A question a researcher asks another researcher
- A suggestion a researcher makes to another researcher
- A request a researcher makes of another researcher
- A formal written detailed proposal for a research project

56. 48. In a pilot study

Mark only one oval.

- The researcher tests the design of the research project, usually the data gathering method(s) to be used in the research project, before carrying out the research
- The research supervisor carries out the research
- The research project is designed but it is not carried out
- The student researcher learns how to carry out research

57. 49. Simple and small quantitative data sets can be analysed

Mark only one oval.

- Only with the use of a software package like SPSS
- By simply counting the numbers and calculating simple statistics in relation to them
- Using Atlas ti
- Using NVivo

58. 50. The overall conclusion the researcher draws in the final chapter is

Mark only one oval.

- A simple idea the researcher has
- No more than a hunch that the researcher has
- Developed from all of the minor conclusions presented in the data analysis chapter, so it emerges from the data gathered, and it is informed by the review of the literature
- A guess that the researcher makes

59. 51. The research idea is refined in order to produce

Mark only one oval.

- The literature review
- The theoretical framework
- The well conceptualised research statement/question
- The objectives of the research

60. 52. The main kinds of observation used in data gathering are

Mark only one oval.

- Near observation and distant observation
- Participant observation, non-participant observation (or simple observation) and covert observation
- Close observation and distant observation
- Researcher observation and non-researcher observation

61. 53. The higher the response rate

Mark only one oval.

- The more work for the researcher
- The less likelihood there is that all of the data will be analysed
- The less valid the research
- The better. Non responses change the nature of the study and the claims that can be made about the study

62. 54. Many of the data collection methods used in qualitative research produce data that is

Mark only one oval.

- Language based
- Relevant only to the institution within which the research was carried out
- Based on mathematical principles
- Accessible only to senior academics

63. 55. Cumulative frequency value is used to draw:

Mark only one oval.

- Histogram
- Frequency polygon
- Ogive
- All of these

64. 56. The stated objectives of the research project are

Mark only one oval.

- Aspirations the researcher has for the research project
- A complete list of all of the things the researcher hopes to accomplish with the research
- The steps the researcher takes in order to accomplish the aim of the research
- The standards the research supervisor sets down for the research project

65. 57. A source can be primary in one context and

Mark only one oval.

- Tertiary in another context
- Valid in another context
- Secondary in another context
- Reliable in another context

66. 58. Data gathering techniques are part of

Mark only one oval.

- The conceptual framework
- The theoretical framework
- The methodological framework
- The analytical framework

67. 59. Line charts, bar charts and scattergrams are all examples of

Mark only one oval.

- Graphs used in meteorology
- Graphs used in oceanography
- Graphs used in social science research
- Graphs used in Google map research

68. 60. Sampling is advantageous as it _____

Mark only one oval.

- Helps in capital saving
- Saves time
- Increases accuracy
- Both a and b

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