

Online Assessment (Even Sem/Part-I/Part-II Examinations 2019 - 2020)

Course Name - Communication Research Methods

Code - MJMCC201

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Answer all the questions. Each question carry one mark.

9. 1. Research is

Mark only one oval.

- Searching again and again
- Finding solution to a problem
- Structured search for a solution to a problem
- none of these

10. 2. 'Objective' states

Mark only one oval.

- Reason to do research
- everything of research
- methodology of research
- none of these

11. 3. 'Findings' tell

Mark only one oval.

- The methods of doing research
- the objective of research
- the conclusion
- All of these

12. 4. Qualitative research primarily deals with

Mark only one oval.

- Numbers
- statistics
- interpretation
- None of these

13. 5. Secondary data comes from

Mark only one oval.

- Books
- journals
- websites
- all of these

14. 6. Literature Review elaborates

Mark only one oval.

- The context of the topic under discussion
- On whatever have been written or discussed on the topic so far
- On how the researcher's work is different from others' statements/findings
- All of these

15. 7. APA style of citation order is

Mark only one oval.

- Author,title,city,publisher,year
- Author,year,title,city,publisher
- Both (Author,title,city,publisher,year) and (Author,year,title,city,publisher)
- None of these

16. 8. Questionnaire is

Mark only one oval.

- Data analysis method
- Data collection technique
- Data measurement technique
- None of these

17. 9. Sign is

Mark only one oval.

- Communication unit that refers to something else
- signature
- sample
- None of these

18. 10. Binary opposition is

Mark only one oval.

- way we find meaning
- how signals operate
- computer language
- all of these

19. 11. Cultural Imperialism

Mark only one oval.

- domination of a major culture over smaller cultures
- western culture's influence on local culture
- globalization of cultures
- all of these

20. 12. Data is

Mark only one oval.

- information
- numerical in nature
- used for analysis
- all of these

21. 13. Evidence is

Mark only one oval.

- material in support of an argument
- both qualitative and quantitative
- essential for any research finding
- all of these

22. 14. Interpretation

Mark only one oval.

- applies a concept on a text for better understanding
- brings an external idea to explain an internal text
- is an interdisciplinary method
- all of these

23. 15. Intertextuality

Mark only one oval.

- is borrowing from one text to another
- plagiarism
- parody
- none of these

24. 16. Modernism

Mark only one oval.

- rejects narrative structure
- extend from 1900 to 1960
- believes in enlightenment
- all of these

25. 17. Demographics

Mark only one oval.

- focuses on social and economic characteristics of people
- is multidisciplinary
- data collected from census
- all of these

26. 18. Genre means

Mark only one oval.

- types or kind
- a method of classification
- formulaic text
- all of these

27. 19. Carl Jung was

Mark only one oval.

- A psychoanalyst
- Introduced concepts of archetypes
- An American
- all of these

28. 20. Conclusion of research is derived from

Mark only one oval.

- Findings
- the objective
- sources
- None of these

29. 21. Mixed research

Mark only one oval.

- combines quantitative and qualitative forms
- avoids limitations of both
- more popular
- all of these

30. 22. a researcher must

Mark only one oval.

- have objectivity
- rely on evidence
- systematise acquired information
- all of these

31. 23. Literature Review

Mark only one oval.

- provides the context of research
- looks up past writings on the topic of research
- yet looks for originality
- All of these

32. 24. Advantages of quantitative research are

Mark only one oval.

- can draw conclusions for a large number of people
- efficient data analysis
- demonstrates relationships
- all of these

33. 25. Disadvantages of qualitative research are

Mark only one oval.

- soft data, not hard as numbers
- highly interpretative
- few people studied
- all of these

34. 26. Open-ended question means

Mark only one oval.

- pre formulated response
- respondent can write his answer
- Both of these
- None of these

35. 27. Deduction means

Mark only one oval.

- general to particular
- from theoretical to empirical
- logical
- all of these

36. 28. Field research is

Mark only one oval.

- empirical research
- not laboratory research
- practical research
- all of these

37. 29. Hypothesis

Mark only one oval.

- is an assumption
- to be proved by field work
- 'if-then' statement
- all of these

38. 30. Inductive methods include movement of

Mark only one oval.

- empirical observation to theory
- specific to general
- opposite of deductive
- all of these

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