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**BRAINWARE UNIVERSITY****Term End Examination 2024-2025****Programme – M.Sc.(MSJ)-2024****Course Name – Communication Research Methods****Course Code - MSJ20106****( Semester II )**

*Library*  
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Kolkata, West Bengal-700125

**Full Marks : 60****Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

**Group-A****(Multiple Choice Type Question)****1 x 15=15****1. Choose the correct alternative from the following :****(i) Select what is research.**

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|--|--|
| a) Objective in nature                                     | b) A systematised method to gain knowledge |
| c) A process of knowing facts about the existing situation | d) All of these                            |

**(ii) The type of data is typically generated in survey research is \_\_\_\_\_.**

- |                 |                  |
|-----------------|------------------|
| a) Quantitative | b) Qualitative   |
| c) Both a and b | d) None of these |

**(iii) Hypothesis cannot be stated in \_\_\_\_\_.**

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|----------------------|-----------------------------|
| a) Declarative terms | b) Null and alternate terms |
| c) General terms     | d) Hypothetical terms       |

**(iv) The researcher review the relevant literature as \_\_\_\_\_.**

- |  |  |
|--|--|
| a) To know information that already exists | b) What concepts and theories have been applied to the topic |
| c) To find the research gap                | d) All of these  |

**(v) Which of the following is not a data-collection method?**

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|-----------------------|----------------|
| a) Research questions | b) Focus group |
| c) Survey             | d) Observation |

**(vi) When the participant's identity is not known to the researcher what is it called?**

- |              |                    |
|--------------|--------------------|
| a) Anonymity | b) Confidentiality |
| c) Deception | d) Desensitizing   |

**(vii) Essential in ethics and ethical standards is \_\_\_\_\_. Assume.**

- a) A good grasp of research methods  
c) The capacity to distinguish between right and wrong
- b) A good research design  
d) None of them
- (viii) Why is it important that personal data about research participants are kept within secure, confidential records? Assume.
- a) So that the participants cannot find out what has been written about them.  
c) So that government officials, teachers, and other people in authority can have easy access to the data.
- b) In case individuals, places, or organizations can be harmed through identification or disclosure of personal information.  
d) To enable the researcher to track down individuals and find out more about their lives.
- (ix) Which method is most commonly associated with a lack of informed consent? Distinguish.
- a) Qualitative content analysis  
c) Covert observation
- b) In-depth interviewing  
d) Structured interviewing
- (x) Plagiarism can be avoided by \_\_\_\_\_.
- a) Copying the work of others accurately  
c) Cut and pasting from the Internet
- b) Paraphrasing the author's text in your own words and mentioning the source  
d) Quoting directly without revealing the source
- (xi) In research, a close-ended question refers to \_\_\_\_\_.
- a) Questions with hints  
c) A questionnaire
- b) Any question in which participants are provided with options to choose a response from  
d) All of them
- (xii) What is a footnote? Infer.
- a) A reference, explanation, or comment placed below the main text on a printed page.  
c) In research papers and reports, footnotes commonly acknowledge the sources of facts and quotations that appear in the text.
- b) Footnotes are identified in the text by a numeral or a symbol.  
d) All of them
- (xiii) What is the main purpose of a questionnaire in media research? Select.
- a) To conduct in-depth interviews with participants  
c) To observe and analyze communication behaviors in real-world settings
- b) To gather structured data from a large sample  
d) To explore personal experiences and perspectives
- (xiv) When designing a questionnaire, it is important to \_\_\_\_\_.
- a) Use only open-ended questions  
c) Include as many questions as possible
- b) Frame questions clearly and avoid ambiguity  
d) Offer only one answer choice for each question
- (xv) When selecting a sample for a research, one should \_\_\_\_\_.
- a) Choose participants who are readily available  
c) Focus on getting a large sample size regardless of representativeness
- b) Aim for a representative sample that reflects the population  
d) Sample only people who hold the same views as you

**Group-B**

(Short Answer Type Questions)

3 x 5=15

2. Explain the term purposive sampling. (3)
3. Discuss the role of hypothesis in research. (3)
4. Explain the significance of media research. (3)
5. Illustrate what is quantitative research? (3)
6. Infer the steps involved in content analysis. (3)

OR

Develop the key elements of a research proposal. (3)

**Group-C**  
(Long Answer Type Questions)

5 x 6=30

7. Infer what is research design? (5)
8. What are the steps involved in research process? Explain. (5)
9. What is the difference between sample and census survey? Distinguish with suitable examples. (5)
10. Develop the techniques of defining a research problem. (5)
11. What is data? Distinguish between primary and secondary data. (5)
12. Analyse the importance of review of literature. (5)

OR

Differentiate between probability and non-probability sampling techniques. (5)

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