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BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – B.Sc.(MSJ)-Hons-2020/B.Sc.(MSJ)-Hons-2021/B.Sc.(MSJ)-Hons-2022

Course Name – Media Research and Research Tools

Course Code - BMSJC602

(Semester VI)

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) The validity of research is improved by _____.
 - a) Taking the true representative sample of the population
 - b) Eliminating extraneous Variables
 - c) Both 1 and 2
 - d) None of these
- (ii) The priority of research is _____.
 - a) Reliability
 - b) Useability
 - c) Objectivity
 - d) All of the above
- (iii) The important qualities of a researcher are _____.
 - a) Spirit of free enquiry
 - b) Reliance on observation and evidence
 - c) Systematization or theorizing of knowledge
 - d) All the above
- (iv) What is the difference between a focus group and a group interview?
 - a) Group interviews involve more than 20 participants.
 - b) Focus groups are used to study the ways people discuss a specific topic.
 - c) There is no moderator present in a focus group.
 - d) Focus groups save more time and money.
- (v) Quantitative content analysis is an approach which aims to?
 - a) Objectively and systematically measure the content of a text
 - b) Reach an interpretive understanding of social action
 - c) Engage in a critical dialogue about ethical issues in research
 - d) Provide a feminist alternative to 'male-stream' quantitative methods
- (vi) The feasibility of a research study should be considered in light of:
 - a) Cost and time required to conduct the study
 - b) Access to gatekeepers and respondents
 - c) Potential ethical concerns
 - d) All of the above
- (vii) What is a cross-sectional design?

- a) A comparison of two or more variables longitudinally
c) The collection of data from more than one case at one moment in time.
- b) A design that is devised when the researcher is in a bad mood.
d) Research into one particular section of society, e.g. the middle classes.
- (viii) Full form of ABC is _____.
a) Association for Broadcasting and Circulation
c) Analysis of Broadcasting Categories
- b) Audit Bureau of Circulation
d) Audit of Broadcast Channels
- (ix) Programme Testing is a part of _____.
a) Rating Research
c) can be both rating and non-rating research
- b) Non Rating Research
d) None of the above
- (x) Which of the following is necessary in obtaining informed consent?
a) A description of the statistical analyses that will be carried out
c) A description of the reliability and validity of test instruments
- b) A description of the purpose of the research
d) A list of publications that the researcher had in the last ten years
- (xi) How do we distinguish between confidentiality and anonymity?
a) if you do not know who has taken part in your study.
c) Both A and B
- b) when you know who has taken part in your study but you do not divulge this information to other people
d) Neither A nor B
- (xii) Which method is most commonly associated with a lack of informed consent?
a) Qualitative content analysis
c) Covert observation
- b) In-depth interviewing
d) Structured interviewing
- (xiii) The average of all observations in a set of data is known as:
a) Median
c) Mean
- b) Range
d) Mode
- (xiv) Body weight of the respondent is an example of _____.
a) Discrete variable
c) Both 1 and 2
- b) Continuous variable
d) None of them
- (xv) Compare the concept of Human Development and Economic Growth.
a) Human development includes social factors, while economic growth focuses on GDP
c) Economic growth includes well-being, while human development does not
- b) Both are the same
d) Human development is only about income

Group-B

(Short Answer Type Questions)

3 x 5=15

2. List out the four research phases in mass media. (3)
3. Explain the features of purposive sampling. (3)
4. State the limitations of content analysis. (3)
5. State the ways to define a problem statement. (3)
6. Explain the features of a good research design. (3)

OR

Summarise the concept of reliability and validity.

(3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. What are steps involved in research process? Explain. (5)
8. Explain the roles of media research. (5)
9. Summarize the steps involved in making a research report. (5)

10. What is the measurement of central tendency? Assess it's role in data analysis. (5)
11. Prepare a questionnaire to collect data on college students' demographic variables and their TV viewing habits. (5)
12. What is data? Differentiate between primary and secondary data. (5)

OR

Examine how can discourse analysis add a perspective in research? (5)

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