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Barasat, Kolkata -700125

Term End Examination 2025-2026
Programme – M.Sc.(MSJ)-2025
Course Name – Research Methodology and Ethics
Course Code - MSJ10400
(Semester I)

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) Identify the type of research focused on solving practical problems.
a) Fundamental Research b) Analytical Research
c) Descriptive Research d) Applied Research

(ii) Which of the following is a type of research design?
a) Conceptual b) Descriptive
c) Theoretical d) Experimental

(iii) Name the framework that connects theory and concepts in research.
a) Conceptual Framework b) Reference Index
c) Review Matrix d) Abstract Framework

(iv) Describe a limitation of using secondary data.
a) Easily updated b) Specific to research needs
c) May be outdated or irrelevant d) Always reliable

(v) Identify the source typically used for gathering primary data.
a) Government census b) Newspapers
c) Interviews d) Books

(vi) Explain the advantage of using mixed methods.
a) Combines strengths of qualitative and quantitative b) Replaces analysis
c) Reduces research validity d) Eliminates the need for hypotheses

(vii) Identify a key benefit of graphical data representation.
a) Helps audience understand complex data b) Creates artistic visuals
c) Ignores clarity d) Increases data collection time

(viii) Apply an appropriate method for representing a large dataset.
a) Literature review b) Graphical representation
c) Interview analysis d) Descriptive storytelling

(ix) Choose the best tool for summarizing data patterns visually.

a) Line graph
b) Audio recording
c) Thematic coding
d) Narrative writing

(x) Identify the most suitable technique to present changing trends over time.

a) Pie chart
b) Bar diagram
c) Line graph
d) Report writing

(xi) Distinguish between data fabrication and ethical reporting.

a) Fabrication is acceptable when rushed
b) Both are reliable
c) Ethical reporting is honest; fabrication invents data
d) Both help publication

(xii) Examine how literature review supports the research problem.

a) Presents results
b) Summarizes opinions
c) Provides theoretical background
d) Hides key facts

(xiii) Assess the necessity of clear objectives in research reports.

a) Confuse readers
b) Reduce word count
c) Fill space
d) Provide research direction

(xiv) Judge the use of visuals in enhancing reader understanding.

a) Makes data visually clear
b) Distracts audience
c) Increases confusion
d) Reduces analysis

(xv) Assess how a detailed methodology benefits readers.

a) Explains process clearly
b) Removes need for results
c) Reduces report clarity
d) Misleads readers

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Group-B

(Short Answer Type Questions) 3 x 5=15

2. List any two components of a good research design. (3)
3. Explain the purpose of a research design in conducting a study. (3)
4. Analyze the role of proofreading in improving the quality of research reports. (3)
5. Apply the principle of confidentiality in a media research study. (3)
6. Propose strategies to promote ethical awareness among research scholars. (3)

OR

Design a code of conduct for researchers involved in sensitive studies. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Explain the significance of formulating a research problem before starting any research work. (5)
8. Apply your understanding of data collection methods to suggest a plan for studying online media consumption. (5)
9. Analyze how the choice of visual aids can influence the audience's understanding during a research presentation. (5)
10. Evaluate how critical feedback improves the quality of research reports and presentations. (5)
11. Evaluate how maintaining ethical practices enhances the value and credibility of research findings. (5)
12. Create an effective strategy for presenting research findings at a professional seminar. (5)

OR

Propose innovative methods to enhance the visual appeal and engagement of research presentations. (5)

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