



# BRAINWARE UNIVERSITY

Term End Examination 2023

Programme – M.Sc.(MSJ)-2022

Course Name – Communication Research Methods

Course Code - MMSJC201

( Semester II )

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) Research stresses much priority on\_\_\_\_\_. Identify from the given options.
- |                |                     |
|----------------|---------------------|
| a) Reliability | b) Useability       |
| c) Objectivity | d) All of the above |
- (ii) Which of the following is a probability-based sample selection method? Identify.
- |               |                 |
|---------------|-----------------|
| a) Multistage | b) Cluster      |
| c) Purposive  | d) Both 1 and 2 |
- (iii) If the mean of 6 numbers is 41 then the sum of these numbers is\_\_\_\_\_. Calculate and choose the correct one.
- |        |        |
|--------|--------|
| a) 250 | b) 246 |
| c) 134 | d) 456 |
- (iv) Evaluate the mode of 12, 17, 16, 14, 13, 16, 11, 14.
- |       |              |
|-------|--------------|
| a) 13 | b) 11        |
| c) 14 | d) 14 and 16 |
- (v) Identify the graph that uses vertical bars to represent data:
- |                 |                     |
|-----------------|---------------------|
| a) A bar chart  | b) A pie chart      |
| c) A line graph | d) A vertical graph |
- (vi) The full form of ABC is\_\_\_\_\_.
- |   |                                |
|---|--------------------------------|
| a) Association for Broadcasting and Circulation | b) Audit Bureau of Circulation |
| c) Analysis of Broadcasting Categories          | d) Audit of Broadcast Channels |
- (vii) Programme Testing is based on\_\_\_\_\_. Relate.
- |                         |                         |
|-------------------------|-------------------------|
| a) survey               | b) use of questionnaire |
| c) audience interaction | d) all of the above     |

- (viii) Identify, why the researcher reviews the relevant literature?
- a) What is already known about the topic                      b) What concepts and theories have been applied to the topic
- c) To find the research gap    d) All of the above
- (ix) A survey research methodology is particularly useful in facilitating the study of \_\_\_\_\_.
- a) Very large populations and geographically scattered populations                      b) A small population
- c) People working at office    d) None of the them
- (x) Identify, which of the following is not a data-collection method?
- a) Research questions    b) Focus group
- c) Survey    d) Observation
- (xi) Deontology is associated with \_\_\_\_\_. Relate.
- a) Moral theories that guide and assess our choices of what we ought to do                      b) Research methods
- c) Both (a) and (b)    d) None of them
- (xii) What does the longitudinal research approach actually deal with? Identify.
- a) Long-term research    b) Short-term research
- c) Horizontal research    d) None of the above
- (xiii) The average of all observations in a set of data is known as
- a) Median    b) Range
- c) Mean    d) Mode
- (xiv) A set of principles to guide and assist researchers in deciding which goals are most important and in reconciling conflicting values when conducting research is called \_\_\_\_\_. Recall.
- a) Research ethics    b) Research methods
- c) Research objectives    d) None of the above
- (xv) Which one of the following is the correct order of a research process. Arrange.
- a) Data collection, Review of literature, Formulation of hypothesis, Formulation of the statement of problem, research design                      b) Data collection, Formulation of the statement of problem, Review of literature, Formulation of hypothesis, research design
- c) Formulation of the statement of problem, Review of literature, Formulation of hypothesis, Research design, Data collection                      d) All of them

**Group-B**

(Short Answer Type Questions)

3 x 5=15

2. Explain the term- variable in research. (3)
3. Explain the application of research in media. (3)
4. Explain the role of hypothesis in research. (3)
5. Differentiate between basic and and action research. (3)
6. Assess the disadvantage of convenient sampling in research. (3)

**OR**

Assess the role of multiple choice question in a research questionnaire. (3)

**Group-C**

(Long Answer Type Questions)

5 x 6=30

7. What is Questionnaire? Explain in detail. (5)
8. Analyse the importance of review of literature. (5)
9. What are the steps involved in research process? Explain. (5)
10. What is a likert scale and assess its significance in a research questionnaire. (5)
11. Describe the role of ethics in research. (5)
12. Explain the types of errors in sampling. (5)

**OR**

What is Probability and Non-Probability sampling and give its difference. (5)

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