



BRAINWARE UNIVERSITY

Term End Examination 2023
Programme – B.Sc.(MSJ)-Hons-2020
Course Name – Media Research and Research Tools
Course Code - BMSJC602
(Semester VI)

LIBRARY
Brainware University
Barasat, Kolkata - 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) The most frequently occurring score is

- a) Mean
b) Median
c) Mode
d) All

(ii) Identify where horseshoe pattern of sitting arrangement is used.

- a) Survey research
b) Content Analysis
c) Focus Group
d) Observation method

(iii) Which of the following need(s) to be obtained when doing research with children?

- a) Informed consent from the parent or guardian
b) Assent from the child if he or she is capable
c) Both
d) None of them

(iv) Research is _____

- a) objective in nature
b) a systematised method to gain knowledge
c) a process knowing facts about the existing situation
d) All of the above

(v) Generally, the data of the survey research is _____.

- a) Quantitative
b) Primary
c) Both
d) None of the above

(vi) Hypothesis cannot be stated in _____

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

(vii) Formulation of hypothesis may not be necessary in _____.

- a) Survey studies
b) Historical studies
c) Experimental studies
d) Quantitative studies

(viii) The validity and reliability of a research will be at stake when _____.

- a) The researcher has not done the systematic literature review
b) When the source of information is biased, incompetent or dishonest
c) The researcher himself is not competent enough to draw logical conclusions.
d) All of the above

- (ix) The researcher reviews the relevant literature to know _____
- 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
- (x) Select from the following list an example of scientific knowledge.
- a) Laboratory and field experiments
 - b) Social traditions and customs
 - c) Words of a great men
 - d) Religious scriptures
- (xi) In research, a variable can be described as.
- a) Something that we can measure
 - b) Something that can vary in terms of precision
 - c) It can be independent
 - d) All of the above
- (xii) In an experiment, the variable that is measured can be classified as.
- a) Independent variable
 - b) Dependent variable
 - c) Extraneous variable
 - d) None of them
- (xiii) Which one of the following is not a type of non-probability sampling?
- a) Snowball sampling
 - b) Stratified random sampling
 - c) Judgement Sampling
 - d) Convenience sampling
- (xiv) What effect does increasing the sample size have on the sampling error? Identify.
- a) It reduces the sampling error
 - b) It increases the sampling error
 - c) It has no effect on the sampling error
 - d) None of the above
- (xv) Interviewing all members of a given population is called
- a) Sample
 - b) Gallup poll
 - c) Census
 - d) Nielsen audit

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Define research and list out the four research phases in mass media. (3)
3. Distinguish between structured and semi-structured interview. (3)
4. Write a short note on textual analysis. (3)
5. Differentiate between population and sample (3)
6. Summarise the different dimensions of observation methods. (3)

OR

Explain the difference between open ended and close ended questionnaire (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. What is data? Differentiate between primary and secondary data. (5)
8. Describe qualitative and quantitative research methodology. Explain two situations in which mixed methods is beneficial. (5)
9. The scientific evaluation of any problem must follow a sequence of steps to increase the chances of producing relevant data. Write the basic steps involved in mass communication research. (5)
10. Design a suitable research design for analyzing the influence of mobile phones on the media consumption patterns of the student community in Kolkata. (5)
11. Review of literature is an inevitable step in the development of variables and research questions. Argue. (5)
12. Develop a research topic that is appropriate for a study by each of these methods: • Intensive interview • Field observation • Focus group • Ethnography (5)

OR

Develop a measurement technique to examine each of these concepts: • Newspaper reading • Aggressive behavior • Brand loyalty in purchasing products • Television viewing (5)

LIBRARY
Brainware University
Barasat, Kolkata -700125