



BRAINWARE UNIVERSITY

Term End Examination 2023-2024 Programme - B.Sc.(MSJ)-Hons-2021 Course Name – Media Research and Research Tools **Course Code - BMSJC602** (Semester VI)

Time: 2:30 Hours Full Marks: 60 [The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Grou	up-A
(Multiple Choice	525
 Choose the correct alternative from the following 	ng:
(i) Research is defined as	
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
(ii) The data of the survey research is based on	•
a) Quantitative	b) Primary
c) Both	d) None of the above
(iii) Where is Hypothesis not stated as	
a) Declarative terms	b) Null and alternate terms
c) General terms	d) Hypothetical terms
(iv) The literature review is required in research wo	ork for
a) What is already known about the topic	 b) The concepts and theories have been applied to the topic
c) To find the research gap	d) All of the above
(v) Which method is detected as, not a data-collect	ction method?
a) Research questions	b) Focus group
c) Survey	d) Observation
(vi) Which one is an example of scientific knowledge	ge.
a) Laboratory and field experiments	b) Social traditions and customs
c) Words of a great men	d) Religious scriptures
(vii) Research should be classified as	
a) Objective	b) Replicable
c) Reliable	d) All the above
(viii) Variable is described as	• Sect Society of the State of
a) Something we can measure	b) Something which can vary in terms of

precision

(ix) Choose which is not a type of non-probability:	d) All of the above points sampling.	
a) Snowball sampling	b) Stratified random sampling	
c) Judgement Sampling	d) Convenience sampling	
(x) Select when it is helpful to use a multi-stage/cl		
 a) The population is widely dispersed geographically 	b) You have limited time and resources	
c) Both	available for travelling d) None of them	
(xi) Interviewing all members of a given population	n is called?	
a) Sample	b) Gallup poll	
c) Census	d) Nielsen audit	
(xii) ABC, a non profit voluntary organization is rela	ted with-	
a) TV viewership study	b) Newspaper circulation study	
c) Cyber media (xiii) TAM stands for-	d) Radio Listenership Analysis	
a) Television Audience Measurementc) Television Audience Manual	b) Telephone Audience Manuald) None of the above	
(xiv) What is the advantage of structured observation	on over survey research	
a) It does not rely on the researcher's ability	b) The researcher is immersed as a partici	nont
to take notes	in the field they are studying	pant
c) It does not impose any expectations of	d) It allows the researcher to observe peo	ple's
behaviour on the respondents (xv) Where can Historical Research be related to.	behaviour directly	
a) examining past events to draw conclusionsc) method dealing with number of years	b) method dealing with number of years	
, and a dealing with manifer of years	d) none of the above	
Grou	лр-В	
(Short Answer T	ima Occasio o N	x 5=15
2. Disciuss about the eight steps of research process	·	(3)
3. State the differences between reference and bibliography.		(3)
4. Describe in detail the process of data collection.5. Write a short note on textual analysis.		(3)
6. State the relevance of mass communication research.		(3)
O		(3)
What are the significances of literature review in a	any research work?	(3)
		(5)
Grou	•	
(Long Answer Ty	/pe Questions) 5	x 6=30
7. D-6:- 11.		
7. Define the term research. Explain its significance	in the present times.	(5)
8. What is Qualitative Research? Briefly analyse. 9. How can IDL (Indepth Possarch) be utilized in qualitative.		(5)
9. How can IDI (Indepth Research) be utilised in qualitative research.10. Elucidate the term 'literature' in review of literature. Summarise the importance of		(5)
reviewing the existing literature.	ure. Summarise the importance of	(5)
11. Develop a measurement technique to examine e	each of these concents: • Newspaper	(5)
reading • Aggressive behavior • Brand loyalty in	purchasing products • Television viewing	(2)
12. Examine the steps involved in a focus group discu	ussion.	(5)
OI		\ - /
Assess the steps involved in survey research.		(5)