BRAINWARE UNIVERSITY

Term End Examination 2023-2024
Programme – M.Sc.(MSJ)-2023
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) What is research? Select.
   a) Objective in nature
   b) A systematised method to gain knowledge
   c) A process of knowing facts about the existing situation
   d) All of these

(ii) What type of data is typically generated in survey research? Relate.
   a) Quantitative
   b) Qualitative
   c) Both a and b
   d) None of these

(iii) Formulation of hypothesis may not be necessary in_____. Infer.
   a) Survey studies
   b) Historical studies
   c) Experimental studies
   d) None of these

(iv) In an experiment a variable that is measured can be identified as?
   a) Independent variable
   b) Dependent variable
   c) Extraneous variable
   d) None of them

(v) Interviewing all members of a given population can be classified as?
   a) Sample
   b) Gallup poll
   c) Census
   d) Nielsen audit

(vi) First step in starting the research process is _____. Identify.
   a) Searching sources of information
   b) Survey of related literature
   c) Identification of problem
   d) Searching for solutions to the problem

(vii) Choose the the meaning of hypothesis.
   a) Formulated prior to a review of the literature
   b) Statements of predicted relationships between variables

c) 1 is true but 2 is false

d) Both 1 and 2

(viii) The graph that uses vertical bars to represent data is _____. Identify.

a) A bar chart

b) A pie chart

c) A line graph

d) A vertical graph

(ix) The full form of ABC is_____. Choose.

a) Association for Broadcasting and Circulation

b) Audit Bureau of Circulation

c) Analysis of Broadcasting Categories

d) Audit of Broadcast Channels

(x) RPC stands for_____. Identify.

a) Readership Plus Circulation

b) Readers Per Copy

c) Readership Plan & Circulation

d) Readers Point of Contact

(xi) Classify the name of the conceptual framework in which the research is carried out.

a) Research variable

b) Resesrch design

c) Research data

d) None of them

(xii) The format of thesis writing is the same as in_____. Classify.

a) Writing an essay

b) Preparation of research paper

c) Writing a dissertation

d) Presenting a workshop

(xiii) The way to judge the depth of any research can be classified as?

a) By research title

b) By research duration

c) By research objectives

d) By total expenditure on research

(xiv) What constitutes a good thesis? Classify.

a) Well defined abstract

b) Correct reference citations

c) Consistency in the way of thesis writing

d) All of these

(xv) List out the technique generally followed when a population is finite.

a) Systematic Random Sampling Technique

b) Purposive Sampling Technique

c) Area Sampling Technique

d) None of these

Group-B
(Short Answer Type Questions)

3 x 5=15

2. Construct a short note on Audit Bureau of Circulation. (3)
3. Build a short note on circulation research. (3)
4. Explain the term purposive sampling. (3)
5. Anslyze the differences between qualitative and quantitative research. (3)
6. Compose the role of extraneous variables in a research. (3)

OR

Elaborate the role of research gap for formulating a hypothesis. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Illustrate the objectives of media research. (5)
8. Differentiate between probability and non-probability sampling. (5)
9. Construct the importance of pilot survey in research. (5)
10. Discuss the advantages and disadvantages of survey questionnaire. (5)
11. Distinguish between participant and non-participant interview. (5)
12. What is Research Design? Formulate its process and types. (5)

OR

Formulate the types of errors in sampling. (5)