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Library
Brainware University
398, Ramkrishnapur Road, Barasat
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BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – M.Sc.(AM)-2025

Course Name – Research Methodology and Design

Course Code - MMM20407

(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) Select the type of research that focuses on the creation of new artistic or design artifacts as a way of generating knowledge.
 - a) Creative Research
 - b) Applied Research
 - c) User Research
 - d) Quantitative Research
- (ii) Choose the primary goal of User Research in the multimedia design process.
 - a) To test hardware limits
 - b) To understand target audience needs
 - c) To increase production costs
 - d) To choose color palettes
- (iii) Select the method that combines both qualitative and quantitative data collection.
 - a) Creative Research
 - b) Applied Research
 - c) Mixed Methods
 - d) User Research
- (iv) Identify a common tool used in User Research to gather feedback on a prototype.
 - a) Usability Testing
 - b) Budget Spreadsheet
 - c) Server Log
 - d) Code Compiler
- (v) Identify which research type involves studying how people interact with a specific multimedia interface.
 - a) User Research
 - b) Applied Research
 - c) Creative Research
 - d) Fundamental Research
- (vi) Select the main benefit of using Mixed Methods in design research.
 - a) It is faster to complete
 - b) Provides a more holistic view
 - c) It requires fewer researchers
 - d) It eliminates the need for data
- (vii) Identify the primary focus of Applied Research in multimedia.
 - a) Pure theory
 - b) Practical application
 - c) Art for art's sake
 - d) Historical dates
- (viii) Choose the research paradigm that uses surveys with Likert scales (1-5 ratings).
 - a) Qualitative
 - b) Quantitative
 - c) Creative
 - d) Narrative

- (ix) Identify the core ethical concern when a filmmaker uses "hidden cameras" to record subjects without their knowledge in a documentary.
- a) Lack of Informed Consent b) Aspect Ratio
c) Color Grading d) Sound Synchronization
- (x) Choose the most ethically sound method for a 3D animator to represent a specific cultural heritage site to avoid misappropriation.
- a) Flat Design b) Using generic assets
c) Guessing based on movies d) Collaborative research with the community
- (xi) Choose the primary ethical reason for implementing accessibility standards (WCAG) in a new multimedia interface.
- a) To reduce the file size b) To increase the site speed
c) To ensure inclusivity for users with disabilities d) To use more vibrant colors
- (xii) Choose the best sampling method for reaching "hidden" populations.
- a) Random b) Snowball
c) Stratified d) Convenience
- (xiii) Choose the method that involves an in-depth study of a single entity.
- a) Case Study b) Survey
c) Census d) Experiment
- (xiv) Choose the technique used to narrow down ideas after brainstorming.
- a) Dot Voting b) More ideas
c) Randomizing d) Deleting all
- (xv) Identify the risk of using only convenience sampling.
- a) High accuracy b) Bias
c) High cost d) Too much data

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Describe the function of "Annotations" in a research-based design document. (3)
3. Demonstrate how to use "Key Findings" to refine a Capstone project's scope. (3)
4. Describe the role of Applied Research in solving industry-specific design problems. (3)
5. Distinguish between "user-centered design" and "aesthetic-driven design." (3)
6. Distinguish between "formative" and "summative" research feedback. (3)

OR

Distinguish between qualitative and quantitative research data. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Demonstrate how "Snowball Sampling" can be used to find users for a sensitive project. (5)
8. Describe how a "Pilot Study" can help in identifying research problems. (5)
9. Distinguish between expert-led peer review and user-led usability testing in the iteration process. (5)
10. Distinguish between "Iterative Design" and "Linear Design" production models. (5)
11. Distinguish between research practices in art-based projects and UI/UX design. (5)
12. Distinguish between technical documentation and reflective journals in a Capstone project. (5)

OR

Distinguish between "Results" and "Discussion" sections in a formal research presentation. (5)

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