



BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Master of Science in Media Science & Journalism

Course Name – Communication Research Methods

Course Code - MMSJC201

(Semester II)

Time allotted : 1 Hrs.15 Min.

Full Marks : 60

[The figure in the margin indicates full marks.]

Group-A

(Multiple Choice Type Question)

1 x 60=60

Choose the correct alternative from the following :

- (1) 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
- (2) Generally the data of the survey research is _____.

a) Quantitative	b) primary
c) Both 1 and 2	d) None of the above
- (3) Hypothesis cannot be stated in _____.

a) Declarative terms	b) Null and alternate terms
c) General terms	d) Hypothetical terms
- (4) Formulation of hypothesis may not be necessary in _____.

a) Survey studies	b) Historical studies
c) Experimental studies	d) Quantitative studies
- (5) 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
- (6) 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
- (7) An example of scientific knowledge is

a) Laboratory and field experiments	b) Social traditions and customs
c) Words of a great men	d) Religious scriptures

- (8) Validity of a research can be improved by-
- a) Taking the true representative sample of the population
 - b) Eliminating extraneous Variables
 - c) Both 1 and 2
 - d) None of these
- (9) A research should be
- a) Objective
 - b) Replicable
 - c) Reliable
 - d) All the above
- (10) 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
- (11) In an experiment, the variable that is measured is called-
- a) Independent variable
 - b) Dependent variable
 - c) Extraneous variable
 - d) None of them
- (12) 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
- (13) A simple random sample is one in which:
- a) From a random starting point, every nth unit from the sampling frame is selected
 - b) A non-probability strategy is used, making the results difficult to generalize
 - c) The researcher has a certain quota of respondents to fill for various social groups
 - d) Every unit of the population has an equal chance of being selected
- (14) It is helpful to use a multi-stage/cluster sampling when:
- a) The population is widely dispersed geographically
 - b) You have limited time and resources available for travelling
 - c) both 1 and 2
 - d) None of them
- (15) What effect does increasing the sample size have upon the sampling error?
- 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
- (16) Interviewing all members of a given population is called-
- a) sample.
 - b) Gallup poll.
 - c) census.
 - d) Nielsen audit.
- (17) 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 _____
- a) Research ethics
 - b) Research methods
 - c) Research objectives
 - d) None of the above
- (18) Line graph in statistics also known as-
- a) Bar graphs
 - b) Scatter graphs
 - c) Frequency polygon
 - d) None of these
- (19) Frederick Kerlinger was associated with-
- a) Academic research
 - b) Scientific research
 - c) Qualitative research
 - d) Statistical research
- (20) Historical research is a process of-
- a) Qualitative research method
 - b) Sampling method
 - c) Quantitative method
 - d) None of them

- (21) ABC, a non profit voluntary organization is related with-
- a) TV viewership study
 - b) Newspaper circulation study
 - c) Cyber media
 - d) Radio Listenership Analysis
- (22) Hits and clicks are commonly used in-
- a) TV media research
 - b) Print media research
 - c) Public Relation research
 - d) Web media research
- (23) Key code of research ethics is-
- a) Objectivity
 - b) Honesty
 - c) Both 1 and 2
 - d) None of the these
- (24) If the researcher uses both quantitative and qualitative approaches in research, it is called-
- a) Qualitative research
 - b) Quantitative research
 - c) Mixed method research
 - d) Applied research
- (25) 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 1 and 2
 - d) None of them
- (26) The key advantage of structured observation over survey research is that:
- a) It does not rely on the researcher's ability to take notes
 - b) The researcher is immersed as a participant in the field they are studying
 - c) It does not impose any expectations of behaviour on the respondents
 - d) It allows the researcher to observe people's behaviour directly
- (27) The advantage of sampling is-
- a) Increased accuracy
 - b) Only method of data collection
 - c) Convenient
 - d) All of them
- (28) Which one of the following is the source of primary data-
- a) Survey
 - b) Experiment
 - c) Both 1 and 2
 - d) Survey and reference
- (29) Which of the following is the first step in starting the research process?
- a) Searching sources of information
 - b) Survey of related literature
 - c) Identification of problem
 - d) Searching for solutions to the problem
- (30) Action research means-
- a) A longitudinal research
 - b) An applied research
 - c) A research initiated to solve an immediate problem
 - d) A research with socioeconomic objective
- (31) The essential qualities of a researcher are-
- a) Spirit of free enquiry
 - b) Reliance on observation and evidence
 - c) Systematization or theorizing of knowledge
 - d) All the above
- (32) A research paper is a brief report of research work based on-
- a) Primary Data only
 - b) Secondary Data only
 - c) Both Primary and Secondary Data
 - d) None of the above
- (33) Which of the following is a criterion for a good research question?
- a) Questions should be long and use complex terms
 - b) Questions should show where the research biases are.
 - c) Questions should sound contemporary.
 - d) Questions should connect with established theory and research.

- (34) Which form of reasoning is the process of drawing a specific conclusion from a set of premises?
- a) Objective reasoning
b) Positivistic reasoning
c) Inductive reasoning
d) Deductive reasoning
- (35) Research hypotheses are:
- 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 are true
- (36) How would you define 'the research process'?
- a) The researcher's plan of action
b) A method of collecting research data.
c) The stages or steps the researcher follows in carrying out a research project.
d) None of them
- (37) "Controlled Group" is a term used in
- a) Survey research
b) Historical research
c) Experimental research
d) Descriptive research
- (38) Interviewing cricket players as they exit the arena is an example of what type of sampling?
- a) Quota sampling
b) Simple Random sampling
c) Convenience sampling
d) Cluster sampling
- (39) Which of the following is a probability-based sample selection method?
- a) Multistage
b) Cluster
c) Purposive
d) Both 1 and 2
- (40) Determining the sample interval (represented by n), randomly selecting a number between 1 and n , and including each n th element in your sample are the steps for which form of sampling?
- a) Simple Random Sampling
b) Stratified Random Sampling
c) Systematic Random Sampling
d) Cluster sampling
- (41) If the mean of 6 numbers is 41 then the sum of these numbers is-
- a) 250
b) 246
c) 134
d) 456
- (42) The median of 3, 6, 5, 9, 8, 4, 2 is _____
- a) 4
b) 5
c) 6
d) 9
- (43) The median of 3, 6, 5, 9, 8, 4, 2,2 is _____
- a) 4.2
b) 5.5
c) 4.5
d) 4
- (44) Which of the following is a key premise when designing your questionnaire?
- a) Focus on your research questions
b) Never ask a closed question.
c) Use ambiguous terms to put respondents at ease.
d) Vignettes are easier to use than an open question.
- (45) Leading questions should also be avoided as:
- a) they suggest a certain answer and so may bias the results.
b) they create a mismatch between the question and its possible answers.
c) they involve negative terms and unnecessary jargon.
d) they ask about several different things at the same time.
- (46) What is the main difference between a focus group and a group interview?
- a) Group interviews involve more than 20
b) Focus groups are used to study the ways

- participants.
- c) There is no moderator present in a focus group.
- d) Focus groups save more time and money.
- (47) What is the role of the moderator in a focus group?
- a) To stimulate discussion and keep the conversation on track.
- b) To ask leading questions and dominate the discussion.
- c) To sit away from the group and observe their behaviour.
- d) To evaluate the group's performance on a particular task.
- (48) Which of the following could be subjected to a textual content analysis?
- a) Interview transcripts
- b) Newspaper articles
- c) Song lyrics
- d) All of the above
- (49) A graph that uses vertical bars to represent data is called:
- a) A bar chart
- b) A pie chart
- c) A line graph
- d) A vertical graph
- (50) The feasibility of a research study should be considered in light of:
- a) Cost and time required to conduct the study
- b) Access to gatekeepers and respondents
- c) Potential ethical concerns
- d) All of the above
- (51) Survey research is cross-sectional and as a result, it is _____.
- a) Low in internal validity but high in replicability.
- b) High in internal validity but low in reliability.
- c) None of the above
- d) High in ecological validity but low in external validity.
- (52) "Internal validity" refers to:
- a) whether or not there is really a causal relationship between two variables.
- b) whether or not the findings are relevant to the researchers' everyday lives.
- c) the extent to which the researcher believes that this was a worthwhile project.
- d) how accurately the measurements represent underlying concepts.
- (53) RPC stands for _____.
- a) Readership Plus Circulation
- b) Readers Per Copy
- c) Readership Plan & Circulation
- d) Readers Point of Contact
- (54) Programme Testing is a part of _____.
- a) Rating Research
- b) Non Rating Research
- c) can be both rating and non-rating research
- d) None of the above
- (55) Programme Testing is based on _____.
- a) survey
- b) questionnaire
- c) audience interaction
- d) All of the above
- (56) Formal writing was first introduced by
- a) Sumerians
- b) Mesopotamians
- c) Indus Valley People
- d) Koreans
- (57) Traffic on the internet refers to
- a) Number of visitors plus their pageviews
- b) The number of views only
- c) Number of visitors only
- d) Bandwidth
- (58) Typography and Page Make-Up
- a) Has no effect on readership or circulation
- b) Has an effect on readership
- c) Has an effect on both circulation and readership in the long run
- d) Is irrelevant to media research

(59) Ideally, the research participant's identity is not known to the researcher. This is called:

- a) Anonymity
- b) Confidentiality
- c) Deception
- d) Desensitizing

(60) Which of the following are forms of psychological harm that might affect participants in a psychology research study?

- a) Embarrassment
- b) Intrusive thoughts
- c) Fear
- d) All of them