



# BRAINWARE UNIVERSITY

**Term End Examination 2021 - 22**

**Programme – Bachelor of Arts (Honours) in Journalism, Mass Communication & Media Science**

**Course Name – Media Research and Research Tools**

**Course Code - BJMCC602**

**( Semester VI )**

**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) Hypothesis cannot be stated in \_\_\_\_\_
- |                      |                             |
|----------------------|-----------------------------|
| a) Declarative terms | b) Null and alternate terms |
| c) General terms     | d) Hypothetical terms       |
- (3) Formulation of hypothesis may not be necessary in \_\_\_\_\_.
- |                         |                         |
|-------------------------|-------------------------|
| a) Survey studies       | b) Historical studies   |
| c) Experimental studies | d) Quantitative studies |
- (4) 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   |
- (5) 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  |
- (6) Which of the following is not a data-collection method?
- |                       |                |
|-----------------------|----------------|
| a) Research questions | b) Focus group |
|-----------------------|----------------|

- c) Survey
- (7) An example of scientific knowledge is
- a) Laboratory and field experiments
- c) Words of a great men
- (8) Validity of a research can be improved by-
- a) Taking the true representative sample of the population
- c) Both 1 and 2
- (9) In research, a variable can be described as-
- a) Something that we can measure
- c) It can be independent
- (10) In an experiment, the variable that is measured is called-
- a) Independent variable
- c) Extraneous variable
- (11) Which one of the following is not a type of non-probability sampling?
- a) Snowball sampling
- c) Judgement Sampling
- (12) A simple random sample is one in which:
- a) From a random starting point, every nth unit from the sampling frame is selected
- c) The researcher has a certain quota of respondents to fill for various social groups
- (13) It is helpful to use a multi-stage/cluster sampling when:
- a) The population is widely dispersed geographically
- c) both 1 and 2
- (14) Interviewing all members of a given population is called-
- a) sample.
- c) census.
- (15) 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
- c) Research objectives
- (16) Line graph in statistics also known as-
- a) Bar graphs
- c) Frequency polygon
- (17) Frederick Kerlinger was associated with-
- a) Academic research
- c) Qualitative research
- (18) The most frequently occurring score is-
- a) Mean
- c) Mode
- (19) TAM stands for-
- d) Observation
- b) Social traditions and customs
- d) Religious scriptures
- b) Eliminating extraneous Variables
- d) None of these
- b) Something that can vary in terms of precision
- d) All of the above
- b) Dependent variable
- d) None of them
- b) Stratified random sampling
- d) Convenience sampling
- b) A non-probability strategy is used, making the results difficult to generalize
- d) Every unit of the population has an equal chance of being selected
- b) You have limited time and resources available for travelling
- d) None of them
- b) Gallup poll.
- d) Nielsen audit.
- b) Research methods
- d) None of the above
- b) Scatter graphs
- d) None of these
- b) Scientific research
- d) Statistical research
- b) Median
- d) All

- a) Television Audience Measurement  
c) Television Audience Manual
- b) Telephone Audience Manual  
d) None of the above
- (20) Key code of research ethics is-
- a) Objectivity  
c) Both 1 and 2
- b) Honesty  
d) None of the these
- (21) If the researcher uses both quantitative and qualitative approaches in research, it is called-
- a) Qualitative research  
c) Mixed method research
- b) Quantitative research  
d) Applied research
- (22) The key advantage of structured observation over survey research is that:
- a) It does not rely on the researcher's ability to take notes  
c) It does not impose any expectations of behaviour on the respondents
- b) The researcher is immersed as a participant in the field they are studying  
d) It allows the researcher to observe people's behaviour directly
- (23) The advantage of sampling is-
- a) Increased accuracy  
c) Convenient
- b) Only method of data collection  
d) All of them
- (24) The population census carried out by the Government of India is an example of-
- a) Descriptive research-  
c) Action research
- b) Exploratory research  
d) Applied research
- (25) Which of the following is the first step in starting the research process?
- a) Searching sources of information  
c) Identification of problem
- b) Survey of related literature  
d) Searching for solutions to the problem
- (26) Research stresses much priority on-
- a) Reliability  
c) Objectivity
- b) Useability  
d) All of the above
- (27) Action research means-
- a) A longitudinal research  
c) A research initiated to solve an immediate problem
- b) An applied research  
d) A research with socioeconomic objective
- (28) In the process of conducting research 'Formulation of Hypothesis' is followed by-
- a) Statement of problem  
c) Selection of Research Tools
- b) Analysis of Data  
d) Collection of Data
- (29) A research paper is a brief report of research work based on-
- a) Primary Data only  
c) Both Primary and Secondary Data
- b) Secondary Data only  
d) None of the above
- (30) What is a research design?
- a) A way of conducting research that is not grounded in theory.  
c) The style in which you present your research findings, e.g. a graph.
- b) The choice between using qualitative or quantitative methods.  
d) A framework for every stage of the collection and analysis of data.
- (31) 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  
 (32) Questionnaire is a-  
 a) Research method  
 c) Tool for data collection
- d) Deductive reasoning  
 b) Measurement technique  
 d) Data analysis technique
- (33) “Controlled Group” is a term used in  
 a) Survey research  
 c) Experimental research
- b) Historical research  
 d) Descriptive research
- (34) Which of the following is not a “Graphic representation” ?  
 a) Pie Chart  
 c) Table
- b) Bar Chart  
 d) Histogram
- (35) Interviewing cricket players as they exit the arena is an example of what type of sampling?  
 a) Quota sampling  
 c) Convenience sampling
- b) Simple Random sampling  
 d) Cluster sampling
- (36) Which of the following is a probability-based sample selection method?  
 a) Multistage  
 c) Purposive
- b) Cluster  
 d) Both 1 and 2
- (37) 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  
 c) Systematic Random Sampling
- b) Stratified Random Sampling  
 d) Cluster sampling
- (38) How often does the Census Bureau take a complete population count?  
 a) Every year  
 c) Every ten years
- b) Every five years  
 d) Twice a year
- (39) If the mean of 6 numbers is 41 then the sum of these numbers is-  
 a) 250  
 c) 134
- b) 246  
 d) 456
- (40) The mode of 12, 17, 16, 14, 13, 16, 11, 14 is  
 a) 13  
 c) 14
- b) 11  
 d) 14 and 16
- (41) The median of 3, 6, 5, 9, 8, 4, 2 is \_\_\_\_\_  
 a) 4  
 c) 6
- b) 5  
 d) 9
- (42) The median of 3, 6, 5, 9, 8, 4, 2, 2 is \_\_\_\_\_  
 a) 4.2  
 c) 4.5
- b) 5.5  
 d) 4
- (43) Which of the following is a disadvantage of using closed questions in a survey?  
 a) It makes answers easier for the researcher to process and analyse.  
 c) They prevent respondents from giving spontaneous answers
- b) It minimises the risk of variability in the way answers are recorded.  
 d) Closed questions are quicker and easier for respondents to complete
- (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) You should avoid using double-barrelled questions in a survey because-
- a) a respondent should only have one surname, and not a double barrelled one
- b) they make the questions too long, so respondents lose interest
- c) they are too abstract
- d) they confuse respondents by asking about two different things at the same point of time
- (46) 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.
- (47) Piloting a questionnaire is a worthwhile exercise because it will \_\_\_\_\_
- a) test the questions on some of the people whom the researcher knows.
- b) identify and amend any problems in the question wording, order and format by testing it on a small sample.
- c) find out what a trained pilot would think of the subject matter.
- d) all of the above.
- (48) How have focus groups been used in market research studies?
- a) To distribute questionnaires.
- b) To discuss research methodology.
- c) To test new product and advertising concepts.
- d) To calculate market shares of the biggest brands.
- (49) 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.
- (50) 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
- (51) When people are readily available, volunteer, or are easily recruited to the sample, this is called:
- a) Snowball sampling
- b) Convenience sampling
- c) Stratified sampling
- d) Random sampling
- (52) Interview questions should:
- a) Lead the respondent
- b) Probe sensitive issues
- c) Be delivered in a neutral tone
- d) Test the respondents' powers of memory
- (53) 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
- (54) "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.

- (55) Full form of ABC is \_\_\_\_\_.
- a) Association for Broadcasting and Circulation
  - b) Audit Bureau of Circulation
  - c) Analysis of Broadcasting Categories
  - d) Audit of Broadcast Channels
- (56) 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
- (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) Which of the following is necessary in obtaining informed consent?
- a) A description of the statistical analyses that will be carried out
  - b) A description of the purpose of the research
  - c) A description of the reliability and validity of test instruments
  - d) A list of publications that the researcher had in the last ten years
- (59) 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
- (60) Integrity, confidentiality and transparency are fundamental in-
- a) Research ethics
  - b) Research methodology
  - c) Research tool
  - d) Research objectives