

Mass Media Research/Semester IV/SYBAMMC English/Regular/April 2021 SET1

SYBAMMC SEMESTER IV ENGLISH REGULAR APRIL 2021 EXAMINATION

Subject: Mass Media Research

All questions are compulsory.

Total questions 50.

Total marks 50.

Each question has 1 mark.

Total time: 1 hour

* Required

1. Email *

2. Student's name (Surname Firstname Middlename) *

3. Student's exam seat number (roll number) *

4. Student's ID number *

5. Student's PRN number

6. Student's working mobile number *

Untitled Section

7. Fred Kerlinger gave the following definition of research: *

Mark only one oval.

- ☐ Research is an organized enquiry designed and carried to provide information for solving a problem.
- ☐ Research comprises defining & redefining problems.
- ☐ carefully testing the conclusions to determine whether they fit in formulating hypothesis.
- ☐ Research is an organized enquiry.

8. Which of the following is NOT a characteristic of research. *

Mark only one oval.

- ☐ search for new facts
- ☐ research for developments in existing facts
- ☐ based on prejudice
- ☐ involves collections & analysis of data from different sources

9. Used to answer a specific problem that has direct application to the world: *

Mark only one oval.

- ☐ Ex post facto research
- ☐ Action research
- ☐ Descriptive research
- ☐ Social research

10. Attachment of questionnaire is needed in _____ interview. *

Mark only one oval.

- ☐ Telephonic
- ☐ Face to Face
- ☐ Email
- ☐ Television

11. _____ can provide insight into complicated topics where opinions or attitudes are conditional or where the area of concern relates to multifaceted behavior or motivation. *

Mark only one oval.

- ☐ Think tanks
- ☐ Focus groups
- ☐ Focus tanks
- ☐ Nominal group

12. Data that is already collected, tabulated and presented by someone else : *

Mark only one oval.

- ☐ Secondary Data
- ☐ Primary Data
- ☐ External Secondary Data
- ☐ Internal Secondary Data

13. In this Principle of Experiment Design, all the subjects have equal chance to get allotted and avoids biasness. *

Mark only one oval.

- ☐ Principle of Replication
- ☐ Principle of Randomisation
- ☐ Principle of Local control
- ☐ Principle of Repetation

14. Lucky draw is an example of: *

Mark only one oval.

- ☐ Simple Random Sampling
- ☐ Cluster Sampling
- ☐ Multi stage Sampling
- ☐ Snowball Sampling

15. 'Outlines that sketches the study and strategy which specifies the entire approached used for study.' these are the features of: *

Mark only one oval.

- ☐ Research Aim
- ☐ Research Hypthesis
- ☐ Research Questions
- ☐ Research Design

16. If a Signifier is - 'a pointed arrow' then ' a symbol showing direction' will be its: *

Mark only one oval.

- ☐ Signified
- ☐ Signiffee
- ☐ Signifying
- ☐ Signature

17. Taking 51% women for research when 51% women reservation is there, it is an example of: *

Mark only one oval.

- ☐ Cluster Sampling
- ☐ Snowball Sampling
- ☐ Quota Sampling
- ☐ Judgemental Sampling

18. When a sample is unrepresentative, _____ occurs. *

Mark only one oval.

- ☐ Sampling problem
- ☐ Sampling exception
- ☐ Sampling error
- ☐ Sampling issue

19. _____ are exercised when people exit from the voting booth on election day to learn about the candidate they chose. *

Mark only one oval.

- ☐ TRP
- ☐ People Meter
- ☐ Exit Polls
- ☐ RRP

20. Structured and Non-structured are the types of _____. *

Mark only one oval.

- ☐ Interviews
- ☐ Samples
- ☐ Questionnaires
- ☐ Research questions

21. "What are your thoughts towards the increasing pollution issue?" is an example of- *

Mark only one oval.

- ☐ Close ended questions
- ☐ Open ended questions
- ☐ Pictorial questions
- ☐ Mixed ended questions

22. _____ looks directly at communication through text or transcripts.

*

Mark only one oval.

- ☐ Hypothesis
- ☐ Content Analysis
- ☐ Research Gap
- ☐ Limited information access

23. Plagiarism can be checked on : *

Mark only one oval.

- ☐ Mandeley
- ☐ Small sea tools
- ☐ Office Offline
- ☐ Plugchecker

24. Increasing interest of citizens in the effects of media unpublic - specially children began in _____ of Media Research. *

Mark only one oval.

- ☐ Phase I
- ☐ Phase III
- ☐ Phase IV
- ☐ Phase V

25. Concerning past events, evaluation, evidence, drawing conclusions from all these are features of: *

Mark only one oval.

- ☐ Ex Post Facto research
- ☐ Applied research
- ☐ Historical research
- ☐ Media research

26. _____ Research started in the US immediately after the World War II. *

Mark only one oval.

- ☐ Circulation
- ☐ Social Media
- ☐ Readership
- ☐ Management

27. _____ is presenting ideas and information in your own words, without changing its meaning and original ideas and acknowledging where they come from. *

Mark only one oval.

- ☐ Paraphrasing
- ☐ Rewriting
- ☐ Parawriting
- ☐ Representing

28. Identify the correct format of inserting a citation: *

Mark only one oval.

- ☐ Open Word > go to References > insert citation > choose the format of citation and fill required data
- ☐ Open Word > type the content > go to References > fill required data
- ☐ Open Word > type the content > go to References > go to insert citation > choose the format of citation and fill required data
- ☐ Open Word > type the content > go to References > insert footnote > choose the format of citation and fill required data

29. Select an accurate example of close ended question: *

Mark only one oval.

- ☐ Do you like mangoes?
- ☐ How much do you like mangoes?
- ☐ Do you like mangoes? If yes, how much?
- ☐ How do you feel about consumption of mangoes?

30. The search for knowledge through objectives & systematic method of finding solution to a problem is called: *

Mark only one oval.

- ☐ Search
- ☐ Research
- ☐ Reattempt
- ☐ Attempt

31. _____ questionnaires are those which pose unfixed and unplanned questions. *

Mark only one oval.

- ☐ Close-ended
- ☐ Structured
- ☐ Non-structured
- ☐ Flexible

32. As 'Signifier: Signified' 'Denotation: _____' *

Mark only one oval.

- ☐ Connotation
- ☐ Connotirian
- ☐ Connotation
- ☐ Cannon

33. The Research Procedure ends with _____ as its last step: *

Mark only one oval.

- ☐ Proving Hypothesis
- ☐ Answering research questions
- ☐ Submitting draft
- ☐ Preparing research report

34. _____ is the process of summarizing raw data and displaying it in a compact form for further analysis. *

Mark only one oval.

- ☐ Circulation
- ☐ Tabulation
- ☐ Table formation
- ☐ Formatting

35. Data already existing but outside the organization: *

Mark only one oval.

- ☐ Primary data
- ☐ Secondary data
- ☐ Internal Secondary Data
- ☐ External Secondary Data

36. Generally, the Report is prepared in 3 stages: *

Mark only one oval.

- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

37. The 1950's and 1960's persuade potential customers to buy products and services. This was _____ of Media Research. *

Mark only one oval.

- ☐ Phase IV
☐ Phase I
☐ Phase II
☐ Phase III

38. This method includes everyone in the population, and everyone has an equal chance of being selected. Hence, there is no bias whatsoever in this type of sample. *

Mark only one oval.

- ☐ Probability sampling
☐ Non-Probability sampling
☐ Unique Sampling
☐ Funded Sampling

39. Categories and codes are set to measure, various software/options like - SPSS, Google Form output are used for : *

Mark only one oval.

- ☐ Data Analysis
☐ Research Analysis
☐ Encoding and Decoding
☐ Critical Review

40. Which of the following is NOT true in terms of Hypothesis: *

Mark only one oval.

- ☐ It is a statement capable of being tested
- ☐ It needs tabulation
- ☐ It can be put to test to determine its validity
- ☐ It is a tentative generalization

41. Fan and Regulator, Coffee and Sleepiness are examples of: *

Mark only one oval.

- ☐ DV-IS
- ☐ DV-IV
- ☐ IV-DS
- ☐ DS-IS

42. Appendices is a part found in _____ section: *

Mark only one oval.

- ☐ Bibliography
- ☐ Research Design
- ☐ Research Binding
- ☐ ROL

43. In-depth explanation of the method, types of research and sampling is needed in _____ step of research procedure. *

Mark only one oval.

- ☐ Generalization & Interpretation
- ☐ Analysis of the Data
- ☐ Research Design
- ☐ Review of Literature

44. ROL stands for : *

Mark only one oval.

- ☐ Review of Listings
- ☐ Recap of Literature
- ☐ Review of Literature
- ☐ Review of Links

45. The data collected by the researcher or the investigator for the first time: *

Mark only one oval.

- ☐ Secondary data
- ☐ Primary data
- ☐ Mandatory data
- ☐ Optional data

46. "While collecting feedback about a sensitive topic like AIDS, respondents aren't forthcoming with information. In this case, the researcher can recruit people with an understanding or knowledge of such people and collect information from them or ask them to collect information." This is an example of: *

Mark only one oval.

- ☐ purposive sampling
- ☐ Snowball sampling
- ☐ Quota sampling:
- ☐ Simple random sampling

47. _____ is an illegal activity in research. *

Mark only one oval.

- ☐ Plagiarism
- ☐ Sample Error
- ☐ Literature Faults
- ☐ Copying

48. Experimental Research is concerned with _____. *

Mark only one oval.

- ☐ Effect and Pre-effect
- ☐ Effect and Effect
- ☐ Cause and cause
- ☐ Cause and Effect

49. 'Overweight adults who seek happiness and healthy lifestyle are more likely to live longer than thin adults who are depressed and seek no perspective.' This is an example of: *

Mark only one oval.

- ☐ Null Hypothesis
- ☐ Alterative Hypothesis
- ☐ Complex Hypothesis
- ☐ Simple Hypothesis

50. Data that is already existing but within the organization: *

Mark only one oval.

- ☐ Internal Secondary Data
- ☐ External Secondary Data
- ☐ Inner Secondary Data
- ☐ Outer Secondary Data

51. _____ is a research technique used to collect data through group interaction & allows the researcher to gather more information in a shorter period of time, generally two hours. *

Mark only one oval.

- ☐ Panel Discussion
- ☐ Focus Group Discussions
- ☐ Interviews Group Panels
- ☐ Fix Group Discussions

52. The _____ sampling method uses the researcher's discretion to select a sample. *

Mark only one oval.

- ☐ Non-probability
- ☐ Probability
- ☐ Fixed probability
- ☐ None probability

53. A _____ is a group of people, objects, or items that are taken from a larger population for measurement. *

Mark only one oval.

- ☐ Example
- ☐ Sample
- ☐ Unit
- ☐ Class

54. _____ is the study of signs and their meaning in society. *

Mark only one oval.

- ☐ Semioticology
- ☐ Semiotics
- ☐ Semisigns
- ☐ Signotics

55. _____ is always testable. *

Mark only one oval.

- ☐ Research question
- ☐ Objective
- ☐ Aim
- ☐ Hypothesis

56. Answers basic questions like what? when? why? how? *

Mark only one oval.

- ☐ Pure Research
- ☐ Experimental Research
- ☐ Descriptive Research
- ☐ Applied Research

57. _____ measures the effects of news design elements, typeface, page makeup, interface on readers. *

Mark only one oval.

- ☐ Typography and Makeup Research
- ☐ Makeup Research
- ☐ Typography, Design and Makeup Research
- ☐ Termography and Makeup Research
-

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