

Seat No.

B. Voc. (SEM/CR) CBCS Part II Semester-IV Examination: October/November-2022

B. Voc (Media and Entertainment) (Compulsory) Paper-XXI

ME403: Research in Media Studies

Day and Date: Saturday, 10/12/2022

Total Marks: 50

Time: 3.30 PM To 5.30 PM

Instructions:

1. All Questions are Compulsory.
2. Figures to the right indicate full marks

Q.1. Choose the Correct alternatives from the following.

15

- 1 The only difference between qualitative and quantitative research is.....
 - 1) Sample size
 - 2) The style or type of questions used
 - 3) Generalizing results to the population
 - 4) Data analysis procedures
- 2 ----- of the following, what is an advantage of survey research?
 - 1) A large amount of data can be collected with relative ease from a variety of people
 - 2) Researchers don't have to hire interviewers
 - 3) Cause-and-effect can be established
 - 4) Any type of respondent can be interviewed
- 3 Which pair of media from the following has an extensive local penetration and Coverage
 - 1) Magazines and community radio
 - 2) TV and Newspapers
 - 3) Newspapers and Community Radio
 - 4) Social Media and Community Radio
- 4 Finding answers over problems systematic by exploring is called as.....
 - 1) Research
 - 2) Variables
 - 3) Hypothesis
 - 4) Focus Group
- 5 Conclusion is the.....of Research
 - 1) Characteristic
 - 2) Nature
 - 3) Element
 - 4) Scope
- 6 The term 'Research' is first used in.....year
 - 1) 1677
 - 2) 1577
 - 3) 1575
 - 4) 1680
- 7 An essential Criterion of Scientific study is.....
 - 1) Belief
 - 2) Value
 - 3) Objectivity
 - 4) Subjectivity
- 8 Research design is a blue print, outline and a.....
 - 1) Plan
 - 2) System
 - 3) Strategy
 - 4) Guide
- 9 Bibliography means.....
 - 1) Foot Note
 - 2) Quotations
 - 3) List of Books referred
 - 4) Biography
- 10 A member of the population is called.....
 - 1) Element
 - 2) Census
 - 3) Sample
 - 4) Group

- 11is a way to systematically solve the research problem
 1) Technique 2) Operations 3) Research methodology 4) Research Process
- 12 Questionnaire is widely used tool in which type of research.....
 1) Case Study research 2) Historical research 3) Survey research
 4) Experimental research
- 13 Which of the following is non-probability sampling?
 1) Snowball 2) Random 3) Cluster 4) Stratified
- 14 Which of the following is an example of primary data?
 1) Book 2) Journal 3) News Paper 4) Census Report
- 15is the first step of Research process
 1) Formulation of a problem 2) Collection of Data 3) Editing and Coding
 4) Selection of a problem

Q.2. Write short Notes (Two out of Three) .

10

- 1 Primary Data
- 2 Stratified Random Sampling
- 3 Non-Probability Sampling

Q.3. Write short Answers (Two out of Three) .

10

- 1 What is focus group discussion in research?
- 2 What are the types of probability sampling method?
- 3 What is research and why is it important in public relations?

Q.4.. Answer the following question on broad. (One out of two).

15

- 1 What is questionnaire? Explain any three types of questions that are used in a questionnaire
- 2 What is the importance of research in today's world?

Model Answer Paper
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Q.1. Choose the Correct alternatives from the following

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1 The only difference between qualitative and quantitative research is.....

- 1) Sample size 2) The style or type of questions used 3) Generalizing results to the population
4) Data analysis procedures

Option 1

2 ----- of the following, what is an advantage of survey research?

- 1) A large amount of data can be collected with relative ease from a variety of people
2) Researchers don't have to hire interviewers 3) Cause-and-effect can be established 4) Any type of respondent can be interviewed

Option 1

- 3 Which pair of media from the following has an extensive local penetration and Coverage
 1) Magazines and community radio 2) TV and Newspapers 3) Newspapers and Community Radio
 4) Social Media and Community Radio
- Option 3
- 4 Finding answers over problems systematic by exploring is called as.....
 1) Research 2) Variables 3) Hypothesis 4) Focus Group
- Option 1
- 5 Conclusion is the.....of Research
 1) Characteristic 2) Nature 3) Element 4) Scope
- Option 1
- 6 The term 'Research' is first used in.....year
 1) 1677 2) 1577 3) 1575 4) 1680
- Option 2
- 7 An essential Criterion of Scientific study is.....
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- Option 3
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- 12 Questionnaire is widely used tool in which type of research.....
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- 14 Which of the following is an example of primary data?
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- 15is the first step of Research process
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 4) Selection of a problem
- Option 4

Q.2. Write short Notes (Two out of Three) .

- 1 Primary Data

Ans:

2 Stratified Random Sampling

Ans:

3 Non-Probability Sampling

Ans:

4 Non-Probability Sampling

Ans:

Q.3. Write short Answers (Two out of Three) .

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1 What is focus group discussion in research?

Ans:

2 What are the types of probability sampling method?

Ans:

3 What is research and why is it important in public relations?

Ans:

4 What is research and why is it important in public relations?

Ans:

Q.4. Answer the following question on broad. (One out of two).

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1 What is questionnaire? Explain any three types of questions that are used in a questionnaire

Ans:

2 What is the importance of research in today's world?

Ans:
