

MNM-015
POST GRADUATE DIPLOMA IN DIGITAL MEDIA
(PGDIDMOL)
MEDIA RESEARCH METHODS

Time : Two Hours

Maximum Marks : 50

Note : There are 50 [Fifty] questions in this paper.
Answer all the questions. Each question carries 1 mark.

[1 × 50 = 50]

1. What is the product of the correlation of two related variables times their standard deviations?

- A) Covariate
- B) Standard deviation
- C) Deviation
- D) Correlation coefficient

2. What is sampling error?

- A) The difference between the sample mean and the population mean
- B) The difference between the sample size and the population size
- C) The degree to which the sample is representative of the population
- D) The variability in the sample data

3. What is one of the ethical issues that researchers must consider when conducting a review of literature ?

- A) Plagiarise measurement scales

- B) Falsification of primary data
- C) Bias in selection of material
- D) Paraphrasing Citations/Reference

4. What are the do's of designing a questionnaire?

- A) Use simple and direct language
- B) Include leading questions
- C) Use technical jargon
- D) Use multiple ideas in the same question

5. What is a factorial study in experimental research?

- A) A study that examines the effect of one independent variable on a dependent variable
- B) A study that examines the effect of two or more independent variables on a dependent variable
- C) A study that examines the effect of extraneous variables on a dependent variable
- D) A study that uses non-probability sampling methods

6. What are the main features of the case study method?

- A) The study of dinge case
- B) The focus on understanding a complex issue
- C) The use of multiple data sources
- D) All of the above

7. Which type of variable is measured solely in whole numbers?

- A) Continuous variable
- B) Discrete variable
- C) Covariate
- D) Confounding variable

8. What is the purpose of a frequency distribution table?

- A) To summarize the data by showing the number of occurrences of each value in a data set.
- B) To show the relationship between variables in a data set.
- C) To graphically represent the data in a data set.
- D) To estimate the central tendency of a data set.

9. Which section of a report includes a review of relevant literature?

- A) Introduction
- B) Methodology
- C) Findings and Analysis
- D) Recommendations

10. What is the focus group method?

- A) A qualitative research approach
- B) A quantitative research approach
- C) A literature review
- D) A systematic review of existing research literature

11. Which of the following is a classification of communication research based on nature?

- A) Qualitative research
- B) Case study research
- C) Survey research
- D) Experimental research

12. What is a purposive sample?

- A) A sample of individuals who volunteer to participate in the study
- B) A sample selected at random from a population
- C) A sample selected based on specific criteria
- D) A sample of individuals who happen to be available or present at the time of the study

13. Which of the following is a source of secondary data?

- A) Focus groups
- B) Surveys
- C) Experiments
- D) Journals and publications

14. Which of the following is not a type of content analysis?

- A) Quantitative content analysis
- B) Qualitative content analysis
- C) Critical discourse analysis
- D) Comparative content analysis

15. What is a limitation of field experiments?

- A) Limited control over extraneous variables
- B) Scope of generalisability
- C) Artificiality of the experimental setting
- D) Ability to manipulate variables

16. What are the types of case studies?

- A) Single case study
- B) Multiple case study
- C) Collective case study
- D) All of the above

17. What is a limitation of the observation method?

- A) Lack of generalizability
- B) Lack of reliability
- C) Lack of validity
- D) All of the above

18. What is the standard deviation?

- A) A measure of central tendency.
- B) A measure of variability.
- C) A measure of the shape of a frequency distribution.
- D) A measure of the relationship between variables in a data set.

19. What is the purpose of the conclusions section in a report?

- A) To provide an overview of the research design and methods used in the study
- B) To summarize the key points of the report
- C) To draw implications and make recommendations based on the findings of the study
- D) To provide a detailed explanation of the methodology used in the research

20. What is mixed methods research?

- A) A qualitative research approach
- B) A quantitative research approach
- C) A combination of qualitative and quantitative approaches in one empirical study
- D) A systematic review of existing research literature

21. What is the study of distribution in communication research?

- A) Study of the audience
- B) Study of the communication channels
- C) Study of the message content
- D) Study of the way messages are transmitted and received

22. What is multi-stage sampling?

- A) A method of sampling where the population is divided into strata and a random sample is selected from each stratum
- B) A method of sampling where every member of the population has an equal chance of being selected for the sample

- C) A method of sampling where the researcher selects individuals who meet certain criteria
- D) A method of sampling where the sample is selected in multiple stages, with smaller sub-samples being selected at each stage

23. What is a disadvantage of using secondary data?

- A) It is time-consuming to collect.
- B) It is expensive to obtain.
- C) It may not be specific to the research question.
- D) It may be biased towards a particular group.

24. Which of the following is not a limitation of content analysis?

- A) It is time-consuming.
- B) It is subjective and prone to researcher bias.
- C) It can only be used to study verbal communication.
- D) It requires well-defined categories and coding schemes.

25. What is the primary characteristic of a structured interview?

- A) It is highly standardized.
- B) It is conducted in a natural setting.
- C) It allows for more spontaneous conversation.
- D) It involves data analysis.

26. What is the last stage in the process of case study research?

- A) Design stage

- B) Pilot study
- C) Data collection
- D) Report writing

27. What is intertextuality?

- A) The study of signs
- B) The relationship between texts
- C) The classification of signs
- D) The use of signs in communication

28. What are summary statistics?

- A) Statistics that summarise the main findings of a research study
- B) Statistics that summarise a large data set into a smaller set of numbers
- C) Statistics that summarise the relationship between two variables
- D) Statistics that summarise the variability in a data set

29. What is the purpose of effective writing in report writing?

- A) To ensure that the report is written in a concise and clear manner
- B) To ensure that the report is free of spelling and grammar errors
- C) To ensure that the report is visually appealing and easy to read
- D) All of the above

30. Which type of validity is concerned with the extent to which a measurement reflects the specific intended domain of content?

- A) Construct validity

- B) Content validity
- C) Convergent validity
- D) Discriminate validity

31. What are research hypotheses?

- A) Research hypotheses are tentative explanations for the research problem.
- B) Research hypotheses are general statements of the research problem.
- C) Research hypotheses are specific research questions.
- D) Research hypotheses are synonyms for research objectives.

32. What is the first step in evaluating material for review?

- A) Collection of material
- B) Selection of material
- C) Analysis of material
- D) None of the above

33. What is the difference between a descriptive survey and an analytic survey?

- A) A descriptive survey gathers data on the basic features of a population, while an analytic survey aims to identify relationships and causal factors among variables.
- B) A descriptive survey focuses on a specific aspect of a population, while an analytic survey attempts to cover the entire population.
- C) A descriptive survey is conducted in a laboratory setting, while an analytic survey is conducted in a natural environment.
- D) A descriptive survey relies on open-ended questions, while an analytic survey relies on closed-ended questions.

34. Which of the following is not an application of content analysis?
- A) Studying media representations of social issues
 - B) Analysing political speeches to identify rhetorical strategies
 - C) Examining patterns of communication in interpersonal relationships
 - D) Evaluating the effectiveness of medical treatments
35. What type of interview involves a small group of individuals discussing a particular topic?
- A) Informal interview
 - B) Structured interview
 - C) Semi-structured interview
 - D) Focus group discussion
36. What is the extent to which a researcher can demonstrate that the object of a study is accurately identified and described, based on the way in which the study was conducted?
- A) Validity
 - B) Reliability
 - C) Credibility
 - D) Dependability
37. What is social semiotics?
- A) The study of signs in society
 - B) The study of signs in language

- C) The study of signs in literature
- D) The study of signs in art

38. What is the process of testing hypotheses?

- A) Organising and coding data
- B) Drawing conclusions through data analysis
- C) Handling qualitative data
- D) Analysing descriptive statistics

39. What is ethnography?

- A) A literature review
- B) A qualitative research approach
- C) A systematic assessment of the worth of an innovation
- D) A systematic review of existing research literature

40. What is a primary source?

- A) An analysis of or commentary on an event after it has passed.
- B) A research project required to earn a doctoral degree.
- C) An artifact or document from the time period in which an event occurred.
- D) A statement at the beginning of a paper that explains what the paper is about.

41. Which of the following options represents the highest level of measurement?

- A) Nominal
- B) Ordinal
- C) Interval

D) Ratio

42. What is the importance of organizing material in the review of literature?

- A) To make it easier to write the review
- B) To help identify gaps in the literature
- C) To present the material in a clear and logical manner
- D) None of the above

43. What is the first step in the process of conducting a survey?

- A) Sampling
- B) Administering the survey
- C) Data analysis
- D) Planning

44. What is the purpose of randomization in experimental research?

- A) To ensure that extraneous variables are controlled
- B) To ensure that the sample is representative of the population
- C) To eliminate the effect of the dependent variable
- D) To reduce sampling bias

45. Which type of interview provides a balance between structure and flexibility?

- A) Informal interview
- B) Structured interview
- C) Semi-structured interview
- D) Unstructured interview

46. What is participant observation?

- A) Observation from a distance without taking part in the activities
- B) Observation by actively participating in the activities
- C) Observation by interviewing participants
- D) Observation through secondary data sources

47. Which of the following is not a scale of measurement?

- A) Nominal
- B) Ordinal
- C) Interval
- D) Statistical

48. What is the converging practices and approaches method?

- A) A method used to draw conclusions from qualitative data analysis.
- B) A method used to test hypotheses in quantitative data analysis.
- C) A method used to summarise a large data set into a smaller set of numbers.
- D) A method used to compare and combine different research methods and perspectives.

49. What is evidence-based practice?

- A) A literature review
- B) A qualitative research approach
- C) A systematic review of existing research literature

D) A systematic assessment of the worth of an innovation, an initiative, a policy or a program

50. Which of the following is not a measure of central tendency?

A) Mean

B) Median

C) Mode

D) Standard deviation