

Anekant Education Society's
Tuljaram Chaturchand College, Baramati
Department of Department of Media and Communication Studies
Question Bank
Subject-MS 203- Media Research Methods

Question 1. Give answer in one line or one word.

1. What is Convenience Sampling?
2. What is definition of scientific research?
3. What is snowball sampling?
4. What is pure research?
5. Write two advantages of survey method
6. What is Stratified random sampling?
7. What is Experimental Research?
8. What is Sample?
9. State any two elements of research.
10. Which are the types of Longitudinal Survey?
11. What are the methods of Field Observation?
12. What is Longitudinal Research?
13. What is Research?
14. How did the term 'Research' is used in initial period?
15. What is Probability Sampling?
16. What is Variables?
17. What is Review of Literature?
18. What is sampling?
19. What is Non Probability Sampling?
20. Which are the types of Survey Method?
21. What is Qualitative Method?
22. What is Trend Analysis?
23. What is Secondary data collection?
24. What is Intensive Interview?
25. What is close ended questions

Question 2. Multiple choice Questions

1. In research, the hypothesis which predicts that there is no relationship or no significant difference between two variables is called:
(A) Positive hypothesis (B) Null hypothesis (C) Non-directional hypothesis (D) Integrated hypothesis
2. A qualitative strategy in which the researcher derives an abstract theory of process, action or Interaction grounded in the views of participants in the study is called as:
(A) Ethnography
(B) Experimental research design
(C) Grounded theory
(D) Triangulation method
3. Which ministry of the government of India is associated with the Digital India programme?
(A) Ministry of Electronics and Information Technology
(B) Ministry of Information and Broadcasting (C) Ministry of Culture
(D) Ministry of Youth Affairs and Sports
4. According to Marshall McLuhan, which of the following is a 'cool' medium?
(A) Print (B) Books (C) Movies (D) Television

5. Which of the following is not a source of data which is appropriate for qualitative research?
 (A) Historical records (B) Experiments (C) Biographies (D) Participant observation
6. A non-probability sampling technique that is used by researchers to identify potential subjects in studies where subjects are hard to locate is called:
 (A) Random sampling (B) Snowball sampling
 (C) Quota sampling (D) Theoretical sampling
7. Which of the following is not the direct and useful measure to ensure external validity of a research?
 (A) Conducting a thorough literature review
 (B) Using random sampling method
 (C) Conducting a research over a long period of time
 (D) Replicating research over heterogeneous sample
8. When compared with production value, the selling price of mainstream newspaper is always:
 (A) Less (B) More (C) Equal (D) Not fixed
9. Which of the following is the most appropriate method to study the nuances of gate-keeping process that shapes news selection and presentation in a typical news room?
 (A) Survey of readers (B) Field observation
 (C) Content analysis of news (D) Semiotic analysis of news
10. Spot the odd one out:
 (A) Zomato (B) Ola (C) Uber (D) Meru
11. What is plagiarism?
 (A) Making up quotations or sources for a news story
 (B) Taking someone else's words or ideas and passing them off as one's own
 (C) Pretending to be someone other than a reporter to get an interview
 (D) Accepting gifts or bribes from source
12. In research, a single question in a questionnaire that requires two separate responses is called:
 (A) Double barreled question (B) Double blind experiment
 (C) Dummy variable (D) Deception
13. Which popular media group known for having started private television channel in 1992 has stake in television distribution as well as production?
 (A) Zee TV (B) Tata Group (C) Times Group (D) Essel Group
14. Which is the sampling technique that allows every unit in the population an equal chance of being selected ?
 (A) Convenience Sampling (B) Snowball Sampling
 (C) Stratified Random Sampling (D) Expert Sampling
15. What type of Sampling technique is it when researcher 'selects samples as and when s/he gets them' in the process of data collection?
 (A) Random (B) Incidental (C) Purposive (D) Snowball
16. Which of the following is not required in the reference list or bibliography entry?
 (A) Place of publication (B) Authors names (C) Publisher (D) Call number
17. What are people who have lived their entire lives in an internet connected world called ?
 (A) Generation Z (B) Digital Natives (C) Net Citizens (D) Creative Digitals

18. Which of the following does not own a daily newspaper in India?
 (A) Trust (B) Private Limited (C) Government (D) Cooperative
19. A magazine printed a survey in its monthly issue and asked readers to fill it out and send it in. Over 1000 readers did so. What is this type of sample called?
 (A) A cluster sample (B) A self-selected sample
 (C) A stratified sample (D) Simple random sample
20. 'Validity' in quantitative research refers to :
 (A) Whether one can draw meaningful and useful inferences from scores on a particular instruments
 (B) A characteristic or attribute of an individual
 (C) Use of interrelated set of constructs
 (D) Where researcher validates the study by conducting pilot study
21. Which of the following is the most appropriate data collection method to carry a research on dynamics of interactions of control over television remote in a family set up in India?
 (A) Content Analysis (B) Survey (C) Observation (D) Netnography
22. A non-probability sampling technique that is used by researchers to identify potential subjects in studies where subjects are hard to locate is called :
 A) Random sampling B) Snowball sampling
 C) Quota sampling D) Theoretical sampling
23. Which pair of media from the following has an extensive local penetration and Coverage?
 (A) Magazines and community radio (C) TV and Newspapers
 (B) Newspapers and Community Radio (D) Social Media and Community Radio
24. Which of the following is not non-probability sampling method?
 A) Simple random sample B) volunteer sample
 C) Available sample D) purposive sample
25. Referral sample selection method know as _____ sample.
 A) Snow Ball B) stratified C) Quota D) Accurate
26. In.....sample, each subject in the population has an equal chance of being selected.
 A) Systematic sample B) stratified sample
 C) simple random sample D) cluster sample
27. ePathshala is _____.
 A) Research Portal B) study material portal
 C) Educational portal D) library information network

Question 3. Short Notes.

- 1) Bibliography
- 2) Survey
- 3) Sample
- 4) Mean, mode, median
- 5) Dependent variable
- 6) Random simple sampling
- 7) Hypothesis
- 8) Field observation
- 9) Case Study
- 10) Research report Writing
- 11) the methods of knowing
- 12) The development of Mass media research

- 13) Academic and private research
- 14) Literature Review
- 15) internal validity
- 16) External validity
- 17) Operational Definition
- 18) Qualitative research
- 19) Quantitative research
- 20) Research error

Question 4. Answer the questions.

1. What are different types of research?
2. What is the importance of Research?
3. Write down the steps of research design and explain each in detail.
4. State and explain the major differences between qualitative and Quantitative research methods
5. Write any five-research ethics. elaborate each giving example where possible
6. What is sampling? What are the two types of sampling methods? Compare them
7. What is necessity of literature of review what type literature fall under this review?
8. Explain the content analysis and its uses in research
9. Explain the structure of research report in brief
10. Elaborate the scope of mass media research
11. What is Scientific research? Explain the characteristics of the scientific method
12. 'In medium research is utmost important thing' comment on this.
13. Content Analysis? Explain why it is use in medium most than other methods.
14. What is Research? Explain in detail the characteristics of Research
15. What is sampling? What is the relevance of sampling in research process?
16. Give the importance of elements of research in short and explain which the elements of research in detail are.
17. What is Field Observation Method explain it with one topic of research and also explain the two methods of field observation in detail.
18. What is Quantitative research? Which are the methods of quantitative research explain in detail.
19. What is qualitative research? Which are the methods of quantitative research explain in detail.
20. Discuss the steps of writing research dissertation

Question 5. Long answers.

1. Some citizens groups have claimed that music lyrics have a significant effect on listeners, especially young listeners. How might these groups collect data to support their claims? Which method of knowing can such groups use to support their claims?
2. Some researchers claim that, excluding data collection, there are no fundamental differences between qualitative and quantitative research. What is your opinion about this perspective?
3. Explain why it is necessary to study effects of mass media on its audience. Explain in detail.
4. Define four phases of media research with appropriate example.
5. What is Research? Explain in detail the steps involved in the process of research with significance of each.
6. What is Survey? Explain in short and take one Topic of Research for the Survey method and made suitable and appropriate Questionnaire containing 15-20 questions with suitable options.
7. Prepare a preliminary research design for any one of the following research topics: (research design must contain a brief note on relevance/importance of topic, research method to be used, sample size and sampling method, time and money estimates).
 - A) Use of social media by youth
 - B) Portrayal of Women in soap opera
 - C) Choices of television program by the different members of family.

D) The choice of content by youth on new media