St. Philomena's College (Autonomous), Mysore
PG Department of Journalism & Mass Communication
Question Bank (Revised Curriculum 2018 onwards)

Second Year- Third Semester (2019 -21 Batch)
Course Title (Paper Title): Research Methodology   QP CODE: 60201

Unit	SI. No	Questions	Marks
1	1.	Define 'Research'	2
1	2.	Pure research is also known as what?	2
1	3.	What is Applied Research?	2
1	4.	Mention the types of research	2
1	5.	Give the meaning of Survey research	2
1	6.	Give the meaning of Historical research	2
1	7.	Give the meaning of Experimental research.	2
1	8.	Give the meaning of Content Analysis	2
1	9.	What is Review of Literature?	2
1	10.	What is the meaning of 'Research Objectives'?	2
1	11.	Give the meaning of 'Research Hypothesis'	2
1	12.	What is the meaning of 'Research Design'?	2
1	13.	Give the meaning of 'Sampling' in research	2
1	14.	Name the major two types of Sampling	2
1	15.	Mention the types of Probability sampling	2
1	16.	Mention the types of Non-Probability sampling	2
1	17.	Define 'Questionnaire'	2
1	18.	What is survey research?	2
2	19.	What is content analysis?	2

4	42.	Prepare 10 interview questions to collect data on listenership of radio stations in Mysuru	10
4	43.	Prepare 10 questions using Likert scale in order to collect data on any topic of your choice	10
1	44.	List different types of print media research. Analyze any two	10
1	45.	Write a note on BARC	10
1	46.	Write a note on IRS	10
1	47.	Evaluate pure and Applied types of Communication research	10
1	48.	Evaluate print media and the online research	10
1	49.	Evaluate Electronic media research	10
3	50.	What are probability samplings?Briefly evaluate any one of them	10
3	51.	What are Non-probability samplings?Briefly evaluate any one of them	10
2	52.	What is survey research? Evaluate.	10
2	53.	What is content analysis? Evaluate	10
2	54.	What is Experimental research? Evaluate	10
3	55.	What is Rating -research? Evaluate	10
3	56.	What is Non- Rating -research? Evaluate	10
1	57.	Explain the types of rating research used in electronic media research.	10
1	58.	Explain the types of Non- rating research used in electronic media research.	10
3	59.	Evaluate the need of research- design	10
3	60.	What is Interview guide? Evaluate	10
3	61.	What is rating scale? Evaluate	10
2	62.	What is Historical Research? Evaluate.	10
3	63.	What are probability samplings? Briefly evaluate any two of them	10
1	64.	Evaluate any two types of print media research	10
4	65.	Prepare a questionnaire in order to collect data on Educational TV channel	10

viewership in Mysuru city ?

4	66.	Frame 10 questions for the topic "social impact of Internet on its users in Karnataka"	10
4	67.	Write five objectives for the topic " Cultural Impact of mobile phones on its users"	10
4	68.	Explain any two types of probability samplings with examples	10
4	69.	Explain any two types of Non-probability samplings with examples	10
4	70.	Prepare a questionnaire of 10 questions in order to collect data on Educational TV channel viewership in Mysurucity ?	10
1	71.	Write a note on Reader Profile research under print media research	10
1	72.	Write a note on Circulation research under print media	10
1	73.	List different types of print media research. Explain two of them by selecting research titles for both.	10
1	74.	Write a note on Management research under print media research	10
1	75.	Write a note on Reader-nonreader research under print media research	10
1	76.	Write a note on Online newspaper research under print media research	10
1	77.	Write a note on Typography research under print media research	10
1	78.	Write a note on Readability research under print media	10
1	79.	Write the importance of survey research	10
4	80.	What guidelines one has to follow while preparing a questionnaire?	10
1	81.	Explain qualitative research approach with example.	10
1	82.	Explain quantitative research approach with example.	10
2	83.	Differentiate primary data from secondary data.	10
2	82	What are primary data? Give examples	10
2	83	What are secondary data? Give examples	10
2	84	What are Independent Variables? Give examples	10
2	84	What are Dependent Variables? Give examples	10
2	85	Differentiate Independent Variables from Dependent variables	10

1	86	Write a note on reader profile research with example	15
1	87	Write a note on Item selection research in newspapers with example	15
1	88	Write a note on reader - nonreader research in newspapers with example	15
1	89	Write a note on Uses & Gratification research in newspapers with example	15
1	90	Write a note on reader -Editor comparison research with example	15
1	91	Which sampling method you adopt when you want to collect data from college students regarding usage of mobile phones? Why?	15
1	92	How do you take up a field study in your native place if you are asked to do research on hygiene?	15
1	93	Prepare a questionnaire of 10 questions in order to collect data on news channel viewership in Mysurucity ?	15
1	94	Prepare 10 interview questions to collect data on listenership of radio stations in Mysuru	15
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2	109	Explain the types of rating research used in media research.	15
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2	114	What is Historical Research? Evaluate.	15
2	115	What are probability samplings? Briefly evaluate any two of them	15
2	116	Evaluate any two types of print media research	15
2	117	Prepare a questionnaire in order to collect data on Educational TV channel viewership in Mysurucity ?	15
2	118	Frame 10 hypotheses for the topic "social impact of Internet on its users in Karnataka"	15
2	119	Write five objectives for the topic " Cultural Impact of mobile phones on its users"	15
2	120	Explain four types of probability samplings with examples	15
2	121	Explain four types of Non-probability samplings with examples	15
2	122	Prepare a questionnaire in order to collect data on Educational TV channel viewership in Mysurucity ?	15
2	123	Write a note on Reader Profile research under print media research	15
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3	138	How do you take up a field study in your native place if you are asked to do research on hygiene?	15
3	139	Prepare a questionnaire of 10 questions in order to collect data on news channel viewership in Mysuru city?	15
3	140	Prepare 10 interview questions to collect data on listenership of radio stations in Mysuru	15
4	141	Prepare 10 questions using Likert scale in order to collect data on any topic of your choice	15
4	142	What is data analysis? Explain with an example	15
4	143	What are Observation methods in research? Explain with example	15
4	144	What is field study in research? Explain with example	15
4	145	Evaluate pure and Applied types of Communication	15
4	146	Discuss the guidelines one has to follow while preparing a questionnaire?	15

St. Philomena's College (Autonomous) Mysore
III Semester M.A. Final Examination : November - 2019
Subject: JOURNALISM AND MASS COMMUNICATION
Title: Research Methodology

Time: 3 Hours   **Max Marks: 70**

PART – A

Answer any FIVE of the following: 5×2=10

1. Giving the meaning of Occam's Razor.

2. What is Measurement Error?

3. Define Hypothesis?

4. Mention two major types of Research.

5. Define 'Research'.

6. Mention any 2 advantages of doing research.

PART – B

Answer any THREE of the following: 3×10=30

7. Explain print media research.

8. Differentiate Rating Research from Non-Rating research.

9. What is sampling? Explain Non-Probability Sampling.

10. Elaborate 'Rating Scales' under research.

PART – C

Answer any TWO of the following: 2×15=30

11. Prepare a questionnaire of 10 Questions to collect data on the topic 'Revocation of Article 370 in Jammu and Kashmir'

12. Explain:
    a) Review of Literature
    b) Research Objectives

13. Amplify the characteristics and importance of research design.

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