

ST. PHILOMENA'S COLLEGE (AUTONOMOUS), MYSORE			
PG DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION			
QUESTION BANK ({REVISED CURRICULUM (LOCF) - 2020-22 BATCH })			
SECOND YEAR- THIRD SEMESTER (2020-22 BATCH)			
COURSE TITLE (PAPER TITLE): MEDIA RESEARCH			
QP CODE: 82321			
SL NO	Unit	Questions	Marks
1	1	Define 'Research'	2
2	1	Why do we call 'Research is a Scientific Process'?	2
3	1	Why do we do research?	2
4	1	Mention any two purposes of the research.	2
5	1	What is Media Research?	2
6	1	Brief Importance of Media Research?	2
7	1	Brief how Media research is more interesting than other research?	2
8	1	Defined Research is a Scientific Method of Enquiry.	2
9	1	What is objectivity in research?	2
10	1	What is subjectivity in research?	2
11	1	Why do we call research is an Objective?	2
12	1	How do you define research is a cumulative?	2
13	1	Why do we call research is a methodological process?	2
14	1	Why do we call research is a systematic process?	2
15	1	Scientific Research is Empirical. Why?	2
16	1	Mention any two characteristics of research.	2
17	1	Mention two areas of Mass Communication Research.	2
18	1	Communication Research is Interdisciplinary. How?	2
19	1	Mention two sectors of research?	2
20	1	What is Applied Research?	2
21	1	Give two area examples where we could conduct applied research.	2
22	1	What is the use of applied research?	2
23	1	Usually where we do use applied research?	2
24	1	What is the purpose of the applied research?	2

25	1	Applied research is long or short-term research?	2
26	1	Why Applied Research is time bounded?	2
27	1	Why most of the time applied research is deal with industrial issues?	2
28	1	What is pure research?	2
29	1	Pure research is also known as what?	2
30	1	Give two area examples where we could conduct pure research.	2
31	1	What is the use of academic research?	2
32	1	Usually where we do use pure research?	2
33	1	Basic research is long or short-term research?	2
34	1	Why do we call basic research also as academic research?	2
35	1	What is Experimental Research?	2
36	1	Why does Academic Research require a longer time compare to Applied Research?	2
37	1	What is data analysis?	2
38	1	What is data collection?	2
39	2	List any two types of research?	2
40	2	What is depth interview?	2
41	2	What is the use of depth interview?	2
42	2	Why do we use focus-Group Interview?	2
43	2	What is a Focus-Group Interview?	2
44	2	What is a research Guide?	2
45	2	What is descriptive research?	2
46	2	Why do we consider descriptive research is one of the important type of research?	2
47	2	Mention two advantages of descriptive research.	2
48	2	What is one cell design?	2
49	2	What is a two-cell design?	2
50	2	Two cell design also called as ____?	2
51	2	What is Ex-Post factor design?	2
52	2	What is Four Cell Design?	2

53	2	What is Explanatory Research?	2
54	2	What is the alternative name of Explanatory Research?	2
55	2	What is correlational?	2
56	2	List types of Correlational research?	2
57	2	Defined Positive Correlation.	2
58	2	Give example for Positive Correlation.	2
59	2	What is a Negative Correlation?	2
60	2	Give example for Negative Correlation.	2
61	2	What do you mean of No-Relation	2
62	2	Give example for No-Relation	2
63	2	What is Qualitative research?	2
64	2	Sometimes why do we consider qualitative research is subjective?	2
65	2	Why Qualitative research deals with narrative data.	2
66	2	Mention two characteristics of Qualitative Research.	2
67	2	Defined Quantitative research.	2
68	2	Mention two characteristics of Quantitative Research.	2
69	2	Why does quantitative research deal with numerical data?	2
70	2	Why quantitative research is purely objective-based?	2
71	2	Observation is qualitative or quantitative research?	2
72	2	What is survey Method?	2
73	2	List main three survey methods.	2
74	2	What is content analysis?	2
75	2	Brief the use of content analysis in media research.	2
76	2	What is Historical Research?	2
77	2	What is a treatment group in Experimental Research?	2
78	2	What is a controlled group in Experimental Research?	2
79	3	Expand BARC	2
80	3	Expand TRP	2
81	3	Expand IRC	2
82	3	What is rating -research?	2

83	3	What is Non- Rating -research?	2
84	3	What is the meaning of 'Research Design'?	2
85	3	What is Review of Literature?	2
86	3	Mention review of literature sources.	2
87	3	What is primary data?	2
88	3	What is secondary data?	2
89	3	Write sources of secondary data.	2
90	3	What is a reference?	2
91	3	What is research problem?	2
92	3	Write what is the meaning of research design?	2
93	3	List the data collection tools.	2
94	3	What is Pilot Study?	2
95	3	What is Focus group?	2
96	3	What is data analysis?	2
97	3	What is data interpretation?	2
98	3	Elaborate APA.	2
99	3	What is APA style?	2
100	3	What is sample error?	2
101	3	What is population?	2
102	3	Defied research objectives.	2
103	3	What is Hypothesis?	2
104	3	How to express a Null Hypothesis?	2
105	3	What is the importance of Hypothesis?	2
106	3	How to express an alternative Hypothesis?	2
107	3	Defined alternative hypothesis.	2
108	3	Name the major two types of Sampling	2
109	3	Defined sampling?	2
110	3	What is census?	2
111	3	What is sample size?	2
112	3	What are two types of samples?	2

113	3	Write meaning of probability sample.	2
114	3	Defied non probability sample.	2
115	3	What is cluster sample?	2
116	3	Mention the types of Probability sampling	2
117	4	What is meant by Close-ended question?	2
118	4	What is meant by Open-ended question?	2
119	4	Define 'Questionnaire'	2
120	4	What is a survey?	2
121	4	Mention any two types of survey.	2
122	4	Name the two types of statistics.	2
123	4	Defined Null Hypothesis?	2
124	4	What is variable?	2
125	4	What is depending variable?	2
126	4	What is independent variable?	2
127	4	What is statistics?	2
128	4	What is categorical data?	2
129	4	What is discrete data?	2
130	4	What is nominal level?	2
131	4	What is ordinal level?	2
132	4	Write an example for interval level.	2
133	4	Find a Mode in the given data set. 16 15 38 16 34 66 35 18 25	2
134	4	What is a rating scale?	2
135	4	What is a Likert Scale?	2
136	4	Where do we use the T-test in the research?	2
137	4	What is data?	2
138	1	Explain why do we do research.	10
139	1	Research is a Scientific Method of Enquiry. Elucidate how?	10
140	1	Describe the feature of scientific research.	10
141	1	Brief the characteristics of research.	10
142	1	Brief the area of Media Research.	10

143	1	Communication Research is Interdisciplinary – Describe how?	10
144	1	Differentiate Applied Research and Pure Research.	10
145	1	Explain the feature of applied research.	10
146	1	Explain the feature of Academic Research.	10
147	1	Map the research process.	10
148	2	Elucidate the Exploratory research.	10
149	2	How do you conduct Exploratory Research? Explain.	10
150	2	What is Descriptive Research? Elucidate.	10
151	2	Explain the advantage of Descriptive research.	10
152	2	Describe the descriptive research methods.	10
153	2	Explain the one and two cell design with example.	10
154	2	What is ex post factor design? Explain	10
155	2	What is four cell or panel design? Describe with example.	10
156	2	Describe the Descriptive research methods.	10
157	2	Explain the Exploratory research.	10
158	2	Write a note on Explanatory/ Causal Research Methods.	10
159	2	Explain what co-relation is.	10
160	2	What is Positive co-relation? Explain with example.	10
161	2	What is negative co-relation? Explain with example.	10
162	2	What is No- Relation? Explain with example.	10
163	2	Describe what is Qualitative research?	10
164	2	Define Quantitative research.	10
165	2	Write the feature of the Quantitative research	10
166	2	What is Historical Research? Evaluate.	10
167	2	Write a Historical research methods.	10
168	2	Write the feature of the Qualitative research.	10
169	2	Defined Media Research.	10
170	2	Explain the three types of Media research.	10
171	2	Defined Non-Rating Research.	10
172	2	What is rating -research? Evaluate	10

173	2	What is survey research? Evaluate.	10
174	2	Write a note on three main survey research methods.	10
175	2	Elucidate what is content analysis?	10
176	2	Explain the use of content analysis.	10
177	2	What is Experimental research? Evaluate.	10
178	2	Elucidate Experimental research characteristics.	10
179	3	Brief the research process.	10
180	3	Write a brief note on research design.	10
181	3	What are the Basic Principles and Ethical of Research?	10
182	3	How to determine research topic? Explain.	10
183	3	Write a note on importance of review of literature.	10
184	3	How does reviews of literate helps to build a research topic? Elucidate.	10
185	3	Write a note on importance of pilot study.	10
186	3	Elaborate the Independents and depending Variable importance.	10
187	3	What is a Independent and dependent variable? Brief the same.	10
188	3	Write a note on the importance of variables in research.	10
189	3	How objectives help in research design. Explain.	10
190	3	Write a short note on Hypothesis.	10
191	3	Describe the characteristics of the Hypothesis.	10
192	3	Write a brief note on sample.	10
193	3	What is the importance of sampling in the research? Elaborate.	10
194	3	How does sample plane helps to researcher. Elucidate.	10
195	3	Explain difference between probability and non-probability sampling.	10
196	3	What is simple random sampling? Writhe a note on random sample selection process.	10
197	3	Explain the meaning and process of systematic random sample selection process.	10
198	3	Elucidate Stratified Random Sampling.	10
199	3	Write a note on cluster sampling.	10
200	3	What is Convenience or available sample? Write a note on same?	10

201	3	Elucidate Volunteer Sample.	10
202	3	Describe purposive sampling.	10
203	3	Write a note on how to process of snowball sampling.	10
204	3	What are the factors of sample size? Elaborate.	10
205	3	Write a note on sample selection problems.	10
206	3	What is sample weighting? Elaborate same.	10
207	3	Brief the sample error.	10
208	4	Explain the use of statistics.	10
209	4	Explain the meaning of inferential and descriptive statistics.	10
210	4	Write a note on the importance of SD&E profile in the research questionnaire.	10
211	3	Evaluate the need of research- design	10
212	3	Which sampling method do you adopt when you want to collect data from college students regarding the usage of mobile phones? Why?	10
213	4	Explain differences between discrete and continued level data with example	10
214	4	Explain the differences between ordinal and nominal levels with examples.	10
215	4	Find a Mean and Median in the given data set. 14, 24, 34, 45, 18, 43, 78, 65, 10	10
216	4	Find a Mean and Median in the given data set. 14, 25, 34, 64, 35, 43, 18, 22, 20	10
217	4	Write five objectives for the topic "Cultural Impact of mobile phones on its users"	10
218	1	Explain the meaning, nature and characteristics of research.	Marks
219	1	Elaborate the areas of communication research with examples.	15
220	1	How does Mass Communication research is intertwined with other humanity streams? Explain with examples.	15
221	1	Evaluate pure and applied research.	15
222	2	Write a note on Explanatory research meaning, nature, characteristics and methods.	15
223	2	Elaborate the descriptive research meaning, nature, characteristics, advantages and methods.	15

224	2	Elucidate exploratory research meaning, characteristics and methods.	15
225	2	Write a note on Positive correlation, Negative Correlation, no-correlation.	15
226	2	Write a note on the meaning and differences of Qualitative and Quantitative research.	15
227	2	Discuss how the quantitative data is different than categorical data with example.	15
228	2	Write a note on the meaning and method of historical research.	15
229	2	Elaborate Qualitative and Quantitative research methods.	15
230	2	Explain how does content analysis method helps to conduct research in the mass communicator stream.	15
231	2	Elucidate the meaning, characteristics and methods of Experimental research.	15
232	2	Write a note on rating and non-rating research with example.	15
233	3	Explain the research process step by step.	15
234	3	How do you take up a field study in your native place if you are asked to do research on hygiene?	15
235	3	Explain the Importance of the Objectives in the research.	15
236	3	Write a note on Hypothesis.	15
237	3	Frame 10 hypotheses for the topic "social impact of the Internet on its users in Karnataka"	15
238	3	What is sample design? Explain the importance of sample design in research.	15
239	3	What are probability samplings? Briefly evaluate each one of them.	15
240	3	What are probability samplings? Evaluate the same.	15
241	3	What is sample weightage and what are the factors that influence to decide sample size? Explain.	15
242	3	Evaluate the sampling error and its characteristics in the research.	15
243	3	What are Non-probability samplings? Briefly evaluate each one of them	15
244	3	What are probability samplings? Briefly evaluate any two of them	15
245	3	What is a variable? Elucidate the dependent and independent variables with examples.	15
246	3	Explain four types of Non-probability samplings with examples	15

247	3	Explain four types of probability samplings with examples	15
248	4	Prepare 10 interview questions to collect data on listenership of radio stations in Mysuru	15
249	4	Prepare a questionnaire of 10 questions in order to collect data on news channel viewership in Mysuru city?	15
250	4	Prepare a questionnaire in order to collect data on Educational TV channel viewership in Mysuru city?	15
251	4	Prepare a questionnaire in order to collect data on Educational TV channel viewership in Mysuru city?	15
252	4	Prepare 10 questions using the Likert scale in order to collect data on any topic of your choice.	15
253	4	Find standard deviation in the given data with the use of appropriate formula. 25 30 45 24 60 45 36 24 18 63 34 25	15

Q.P Code:60201

St. Philomena's College (Autonomous) Mysore
III Semester MA - Final Examination : March 2021
Subject : JOURNALISM & MASS COMMUNICATION
Title : RESEARCH METHODOLOGY

Time: 3 Hours

Maximum Marks: 70

PART A

Answer any FIVE of the following:

(5x2=10)

1. Define Communication Research.
2. Pure research is also known as what?
3. What is Circulation research?
4. What is Non- Rating -research?
5. What is Research Methodology.
6. What are the steps involved in research design?

PART B

Answer any THREE of the following:

(3x10=30)

7. Explain the types of research.
8. Frame 5 hypotheses for the topic "social impact of Internet on its users in Karnataka"
9. What are Non-probability samplings? Briefly evaluate each one of them
10. Prepare a questionnaire of 10 questions in order to collect data on news channel viewership in Mysuru city ?

PART C

Answer any TWO of the following:

(2x15=30)

11. What is content analysis? Examine
12. Evaluate the need of research- design
13. What is rating scale? Discuss.
