



Dr.G.R.Damodaran College of Science

(Autonomous, affiliated to the Bharathiar University, recognized by the UGC) Re-
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CRISL rated 'A' (TN) for MBA and MIB Programmes

IIMJMC[2016-2018]

Semester III

Core:MEDIA RESEARCH-364A

Multiple Choice Questions.

1. The development of a solid foundation of reliable knowledge typically is built from _____.

- A. basic research
- B. action research
- C. evaluation research
- D. orientational research

ANSWER: A

2. Which form of reasoning is the process of drawing a specific conclusion from a set of premises?

- A. rationalism
- B. deductive reasoning
- C. inductive reasoning
- D. probabilistic

ANSWER: B

3. Research is based upon _____.

- A. scientific method
- B. experiments
- C. scientists
- D. general principles

ANSWER: A

4. When a person deriving all the conclusions through observation and experimentation in his routine life. In this way the person can be treated as a _____.

- A. scientist
- B. good citizen
- C. intellectual person
- D. normal person

ANSWER: D

5. Generally a scientist's observations related to experiment and testing are based on _____.

- A. scientific principles
- B. house hold rules
- C. self imagination
- D. self experiences

ANSWER: A

6. A census taker often collects data through which of the following?

- A. standardized tests
- B. interviews
- C. secondary data

D. observations

ANSWER: B

7. Scientific knowledge is based on _____.

A. logic and evidence

B. logic and explanation

C. information and experiment

D. observation and explanation

ANSWER: A

8. Testing hypothesis is a

A. Inferential statistics

B. Descriptive statistics

C. Data preparation

D. Data Analysis

ANSWER: A

9. Which method can be applicable for collecting qualitative data

A. Artifacts(visual)

B. People

C. Media products(Textual, visual and sensory)

D. All of these

ANSWER: D

10. Which of the following is non-probability sampling?

A. snowball

B. random

C. stratified

D. cluster

ANSWER: A

11. Multistage sampling is a -----

A. Probability sampling

B. non-probability sampling

C. Random sampling

D. cluster sampling

ANSWER: A

12. The main condition which should be followed by research is _____ .

A. honest exploration

B. knowledge of facts and principles

C. standardized findings and conclusions

D. proper analysis

ANSWER: D

13. The characteristic of a research is _____ .

A. serious and intensive study

B. wisdom

C. based on standardized conclusions

D. problem solving

ANSWER: D

14. A research should be _____ .

A. objective

- B. valid
- C. reliable
- D. constructive

ANSWER: D

15. Which of the following is not a characteristic of a research?

- A. Irrelevant data collection.
- B. Irrelevant data analysis.
- C. Irrelevant conclusions
- D. Irrelevant interpretation.

ANSWER: D

16. In order to imbibe the quality of 'Prediction' in a research, it should be _____.

- A. completed on the basis of solid data
- B. based on one's own self: preferences
- C. resultant of an astrologer
- D. carried out in order to satisfy the public opinion

ANSWER: A

17. A researcher should possess _____.

- A. scientific attitude
- B. scientific thinking
- C. scientific feelings
- D. scientific behavior

ANSWER: A

18. If you are interested to perceive yourself as a 'Scientist' then what sort of changes will you prefer in yourself?

- A. Registration for Ph.D. degree.
- B. Training under the guidance of a scientist.
- C. Full of scientific excitement.
- D. Development of scientific attitude.

ANSWER: D

19. Reliability in the fundamental quality of a research which also reflects _____.

- A. validity
- B. verifiability
- C. purity of data
- D. superiority

ANSWER: A

20. When a research is repeated under the similar controlled conditions, such research is called as _____.

- A. reliable
- B. unreliable
- C. changeable
- D. dynamic

ANSWER: B

21. The research reporting should be carried out _____.

- A. in a scientific way
- B. in an imaginary way
- C. through copying
- D. through discussion among the scientists

ANSWER: A

22. The research is always _____.

- A. exploring new knowledge
- B. verifying the old knowledge
- C. filling the gap between the knowledge
- D. All of the above

ANSWER: D

23. Generally the data of the research is _____.

- A. quantitative only
- B. qualitative only
- C. primary
- D. secondary

ANSWER: C

24. A variable that is presumed to cause a change in another variable is called a(n)_____.

- A. categorical variable
- B. dependent variable
- C. independent variable
- D. intervening variable

ANSWER: C

25. The factual aims are most important in _____.

- A. historical research
- B. behavioral research
- C. theoretical research
- D. philosophical research

ANSWER: A

26. Theories are _____ explanations of phenomenon or behavior.

- A. random
- B. stationary
- C. systematic
- D. optional

ANSWER: C

27. In _____ the goal of a researcher is to infer theoretical concepts and patterns from observed data.

- A. scientific research
- B. inductive research
- C. deductive research
- D. empirical research

ANSWER: B

28. In _____ the goal of a researcher is to test concepts and patterns known from theory using new empirical data.

- A. scientific research
- B. inductive research
- C. deductive research
- D. empirical research

ANSWER: C

29. The _____ refers to the person, collective, or object that is the target of the investigation.

- A. unit of analysis
- B. operationalisation

C. generalisation

D. construct

ANSWER: A

30. Which of the following is classified in the area of developmental research?

A. Philosophical research.

B. Action research.

C. Descriptive research.

D. Historical research.

ANSWER: B

31. A _____ is an abstract concept that is specifically chosen to explain a given phenomenon..

A. concept

B. construct

C. hypothesis

D. theory

ANSWER: B

32. _____ are characteristics associated with objects, events, or people.

A. concept

B. construct

C. hypothesis

D. theory

ANSWER: A

33. Which of the following are associated with behavioural observation?

A. non-verbal analysis

B. linguistic analysis

C. spatial analysis

D. all of these

ANSWER: D

34. The survey research are classified under _____.

A. fundamental research

B. experimental research

C. analytical research

D. descriptive research

ANSWER: C

35. The research which is exploring new facts through the study of the past is called as _____.

A. historical research

B. philosophical research

C. mythological research

D. action research

ANSWER: A

36. The principles formulated by the Fundamental research are used in _____.

A. applied research

B. philosophical research

C. action research

D. basic research

ANSWER: A

37. _____ defines constructs in terms of how they will be empirically measured.

- A. Variable
- B. Concept
- C. Hypothesis
- D. Operational definition

ANSWER: D

38. Variables that explain other variables are called _____.

- A. independent variable
- B. dependent variable
- C. mediating variable
- D. control variable

ANSWER: D

39. The values and principles are established through _____.

- A. philosophical research
- B. natural research
- C. human motivation
- D. social situations

ANSWER: A

40. Action-research is _____.

- A. an applied research
- B. a research carried out to solve immediate problems
- C. a longitudinal research
- D. cross sectional

ANSWER: B

41. The classification of the scheme of black Board Operation can be carried out under _____.

- A. philosophical research
- B. experimental research
- C. action research
- D. scientific research

ANSWER: C

42. Which of the following is not an essential element of report writing?

- A. research methodology
- B. references
- C. review of literature
- D. none of these

ANSWER: D

43. Longitudinal Approach is related with _____.

- A. long term research
- B. transverse research
- C. horizontal research
- D. vertical research

ANSWER: A

44. On the basis of the approach the classification of researches has taken birth from _____.

- A. biological sciences
- B. pure sciences
- C. psychology
- D. humanities

ANSWER: A

45. In Longitudinal approaches researches are related with _____.

- A. temporal sequence
- B. eugenics
- C. sample
- D. respondent

ANSWER: A

46. Which of the following is characteristic of qualitative research?

- A. Generalisation to the population
- B. random sampling
- C. unique case orientation
- D. standardized cases and measures

ANSWER: C

47. The single difference between Longitudinal and cross sectional researchers is that _____.

- A. in Longitudinal researchers are working on single group of subject for long term duration while in cross section, the immediate results have been derived after selecting a sample
- B. in Longitudinal researchers the researcher should have more patience to work than in cross sectional researchers
- C. the Longitudinal researchers have been generally carried out under the specific situation and with specific persons but it is not carried out in cross sectional researchers
- D. the Longitudinal researchers have been generally carried out under the general situation

ANSWER: D

48. The best quality of a researcher is _____.

- A. curiosity
- B. active imagination
- C. ability
- D. honesty

ANSWER: A

49. The Scientific Method is used in _____.

- A. scientific researches
- B. social science researches
- C. descriptive researches
- D. biological researches

ANSWER: C

50. _____ is used to describe cultural scenes or the cultural characteristic of a group of people.

- A. Ethnography
- B. Demography
- C. cultural theory
- D. case study

ANSWER: A

51. Kerlinger has written a problem is _____.

- A. description of an interrogative question
- B. a posed question for problem-solving
- C. an unanswered question
- D. an analytical question

ANSWER: A

52. Theories provide explanations of social or natural _____.

- A. model
- B. truth
- C. concept
- D. phenomenon

ANSWER: D

53. The basis of selection of the problem is _____.

- A. two just opposite experiences
- B. the suggestions given after research
- C. the counseling with experts
- D. experiences and observations

ANSWER: D

54. Generally at present the following tradition has been observed for doing research _____.

- A. the supervisor putting the problem to student's mind without considering his ability, interest etc
- B. the researchers themselves work hard to search a good problem
- C. by doing slight changes in the existing topics, variables etc., new problems have been worked out easily
- D. the researchers work hard to search a good problem from the society

ANSWER: D

55. How one can select a new problem of research from the researches which have been already completed?

- A. By collecting comprehensive information from the research worker who have completed the research.
- B. By collecting information from the research supervisor.
- C. By searching the literature in the library.
- D. University sources.

ANSWER: C

56. which of the following does not apply to qualitative research?

- A. Data are often words and pictures
- B. Uses the inductive scientific method
- C. Ends with a statistical report
- D. direct contact with participants

ANSWER: C

57. In research, something that does not "vary" is called a _____.

- A. variable
- B. method
- C. constant
- D. control group

ANSWER: C

58. Which of these is not a method of data collection?

- A. Questionnaire
- B. Interview
- C. Experiments
- D. observation

ANSWER: C

59. Specific questions about a behavior, event, or phenomena of interest in research are known as _____.

- A. proposition
- B. hypothesis
- C. research question
- D. assumption

ANSWER: C

60. Theories are simplified and often partial explanations of complex _____.

- A. social reality
- B. social unreality
- C. social prediction
- D. social assumption

ANSWER: A

61. Internal validity is also called _____.

- A. conditioning
- B. covariance
- C. concurrency
- D. causality

ANSWER: D

62. Another name for a likert scale is _____.

- A. Interview protocol
- B. Event sampling
- C. summated rating scale
- D. ranking

ANSWER: C

63. Meaning of the definition of a problem is _____.

- A. to define the complex words in the problem and suggest their meaning in the light of the problem
- B. to limit the problem in words
- C. to present the definition of different authors related to problem
- D. to limit the size of sample

ANSWER: A

64. _____ validity examines how well a given measurement scale is measuring the theoretical construct.

- A. External
- B. Concurrent
- C. Construct
- D. Face

ANSWER: A

65. Open-ended questions provide primarily----- data.

- A. confirmatory data
- B. qualitative data
- C. predictive data
- D. none of the above

ANSWER: B

66. A statement of fact meant to explain, in concise terms, an action or set of actions that is generally accepted to be true and universal is called _____.

- A. a theory
- B. a law
- C. a ethics
- D. a rule

ANSWER: B

67. Background of the Historical researches is _____.

- A. in the form of chronological sequence
- B. based on the record available
- C. in the form of historical data and facts
- D. evidences used

ANSWER: C

68. Which of the following is not a major method of data collection?

- A. Questionnaires
- B. focus groups
- C. correlational method
- D. secondary data

ANSWER: C

69. The synopsis of research is called as the _____.

- A. blue print
- B. mapping of problem
- C. base of a problem
- D. concept of a problem

ANSWER: D

70. The advantage of synopsis is _____.

- A. it clearly shows the way of research
- B. it visualizes the various steps related
- C. it helps in planning various researches
- D. it clearly gives basic idea of research

ANSWER: D

71. A good synopsis is considered as _____.

- A. a half way research
- B. a complete research
- C. a partial research
- D. a beginning of research

ANSWER: A

72. Systematic inquiry is necessary for the growth and development of any _____ discipline.

- A. organizational
- B. academic
- C. private
- D. specialized

ANSWER: B

73. Secondary/existing data may include which of the following?

- A. official documents
- B. personal documents
- C. archived research data
- D. all of the above

ANSWER: D

74. Hypothesis is _____.

- A. a thoughtful statement
- B. a forwarding statement
- C. a temporary solution
- D. an assumption

ANSWER: D

75. How many points should a rating scale have?

- A. five
- B. four
- C. ten
- D. somewhere from four to eleven

ANSWER: D

76. The nature of a hypothesis is _____.

- A. conceptual
- B. declarative
- C. action oriented
- D. theoretical

ANSWER: D

77. Questionnaire's can address events and characteristics taking place when?

- A. In the past
- B. In the present
- C. In the future
- D. All of the above

ANSWER: D

78. The type of hypothesis is _____.

- A. an interrogative form
- B. a declarative form
- C. a directional form
- D. an assertive

ANSWER: D

79. Research in which the researcher uses both qualitative and quantitative research within a stage or across two of the stages in the research process is known as _____.

- A. action research
- B. basic research
- C. quantitative research
- D. mixed model research

ANSWER: D

80. When a possible solution to the problem has been written in desired direction, this type of hypothesis is called _____.

- A. directional hypothesis
- B. non directional hypothesis
- C. declarative hypothesis
- D. non declarative hypothesis

ANSWER: A

81. Which of the following precaution should be kept in mind by the researcher during the selection of a representative sample?

- A. Deep knowledge of the target population.
- B. The adequate knowledge of the sampling techniques.
- C. Accurate implementation of the sampling design.
- D. Fact.

ANSWER: D

82. The meaning of the probability sampling is _____.

- A. where lies the uniform probability of inclusion of all the elements of the population in a sample
- B. where the complete representativeness of the population is considered
- C. where no prejudices are existed with any element of the sample
- D. the adequate knowledge of the sampling techniques

ANSWER: D

83. In non probability sampling the probability exists of _____.

- A. insufficient population
- B. limitations of data
- C. sufficient population
- D. limitations of size

ANSWER: C

84. Advantage of the sample is _____.

- A. time-saving
- B. money-saving
- C. energy-saving
- D. easy work

ANSWER: D

85. The delimitations of a sample are _____.

- A. possibilities of biases
- B. needs of trained persons
- C. inconsistency of sample units
- D. unbiased

ANSWER: D

86. The meaning of randomization is _____.

- A. each element of population has equal chances to be included in the sample
- B. the selection of an individual from population does not pose threat to the selection of other individuals in the sample
- C. the method does not include the personal basis
- D. the method includes the personal basis

ANSWER: D

87. The method of randomization is _____.

- A. lottery
- B. blind folded on dice method
- C. tippet's table of irregular members
- D. coin method

ANSWER: D

88. The advantage of random sampling is _____.

- A. it is an excellent method of sample selection
- B. it is an economic method in terms of money, time, and energy
- C. it produces accurate results
- D. it produces relevant answer

ANSWER: D

89. The quality of probable sample is _____.

- A. it represents the population in excellent manner
- B. it has normal distribution of the data gathered from the sample
- C. the data is analyzed through normal statistical techniques
- D. it produces accurate results

ANSWER: D

90. The limit of the probability sample is _____.
- A. it is not giving guarantee of representativeness of the sample from a population
 - B. the data do not fulfill the standards of the normal probability curve
 - C. it has great risk of generalization of the results
 - D. it is giving guarantee of representativeness of the sample

ANSWER: D

91. The quality of Non: probability sampling is _____.
- A. easy and convenient selection of the sample
 - B. it has no question of probability of selection of an element
 - C. through simple statistical method
 - D. convenient for the researcher

ANSWER: D

92. When a citation includes more than ____ authors, only the surname of the first author is cited followed by et al
- A. 3
 - B. 4
 - C. 5
 - D. 6

ANSWER: D

93. Systematic sampling is _____.
- A. a comprehensive method of sample selection
 - B. a simple method of sample selection
 - C. an effective method of generalization of data
 - D. a complicated method of sample selection

ANSWER: D

94. In Stratified sampling the units are selected _____
- A. after dividing the population in different groups on the basis of specific standard and then taking an equal proportion of units from each group
 - B. after dissociating the population in different groups on the basis of specific standard and then the units are selected from these groups
 - C. after dividing the population in different 'strata' and then selecting any one strata out of them
 - D. after dividing the population in different sets for analysis

ANSWER: A

95. Suppose the population is quite comprehensive and distributed in a large geographical area. In such a situation what kind of sampling procedure would you like to prefer?
- A. Multilevel sampling.
 - B. Systematic sampling.
 - C. Cluster sampling.
 - D. Stratified sampling.

ANSWER: C

96. Suppose you are interested in taking a research project on B.Ed. pupil teachers and you deserve a judicious sample of this population then what kind of sampling procedure would you like to adopt?
- A. Multilevel sampling.
 - B. Systematic sampling
 - C. Group sampling.
 - D. Random sampling.

ANSWER: A

97. The Purposive sample will be _____ .
- A. depending on the researcher's whims
 - B. based upon a specific objective of sampling procedure
 - C. based on the excellent method of sampling
 - D. convenient for the researcher

ANSWER: B

98. _____ is an interpretive research design inspired by anthropology that emphasizes that research phenomenon must be studied within the context of its culture.
- A. Case research
 - B. Ethnography
 - C. Action research
 - D. Focus group research

ANSWER: B

99. A method of intensively studying a phenomenon over time within its natural setting in one or a few sites is called _____.
- A. field observation
 - B. case study
 - C. focus group
 - D. in depth interview

ANSWER: C

100. The position of sample in survey method is _____.
- A. essential
 - B. partial
 - C. constant
 - D. important

ANSWER: A

101. The control in Survey method is required _____ .
- A. to a great extent
 - B. to a less extent
 - C. to a normal extent
 - D. not at all

ANSWER: B

102. _____ is a qualitative measurement technique.
- A. Scaling
 - B. Numeric
 - C. Observation
 - D. Surveys

ANSWER: C

103. Which of the following method is free from s he difficulties related with sampling, control and validity of inferences?
- A. Historical method.
 - B. Philosophical method.
 - C. Experimental method.
 - D. Survey method.

ANSWER: A

104. The internal validity related with inferences is associated to _____.

- A. ex post facto method of research
- B. experimental method of research
- C. descriptive research
- D. analytical research

ANSWER: B

105. Ex Post Facto method of research is associated to _____.

- A. sample
- B. control
- C. validity related with inferences
- D. variables

ANSWER: D

106. When referencing other works you have cited within the text of the report you should _____.

- A. State the first and last name of the author
- B. Use the author, date citation method
- C. Use an asterisk and a footnote
- D. Insert the complete citation in parenthesis

ANSWER: B

107. Survey method is associated with _____.

- A. those exercises which are continued regularly
- B. those processes which are continued regularly
- C. the experiences which have been already realized
- D. the case study to collect the data

ANSWER: D

108. The important characteristics of the survey method are _____.

- A. it is capable for collecting data from a large group (population) simultaneously
- B. here the work is being carried out on predetermined problem
- C. the aims of this method are fixed and specific
- D. all the statements are correct

ANSWER: D

109. Which one of the characteristic is not related to survey method of research?

- A. It organizes scientific principles.
- B. It is comparatively more difficult and changeable.
- C. It requires imaginary planning.
- D. It is not related with person's qualities.

ANSWER: A

110. The information to be collected in survey method is related to _____.

- A. present position
- B. aims of the research
- C. the attainment of the aim of the research
- D. objective of the research

ANSWER: D

111. The characteristic of survey method is _____.

- A. to solve the problems at local level
- B. to enhance the body of knowledge
- C. to solve the present problems
- D. to find solution of the problem

ANSWER: D

112. The survey method is classified on the basis of _____.

- A. the nature of variable
- B. the measurable class or group
- C. the source of data collection
- D. the nature of data

ANSWER: D

113. On the basis of the nature, of variable the types of survey method are _____.

- A. stratified survey and survey researches
- B. sample and population related researches
- C. surveys through questionnaire and interviews
- D. topic related research

ANSWER: A

114. Descriptive study is related with _____.

- A. survey research method
- B. experimental research method
- C. case study method
- D. content analysis

ANSWER: D

115. The objective of descriptive research is _____.

- A. to identify and focus on the present conditions
- B. to study the subject on phenomenon in a speedy manner
- C. to collect the facts
- D. to identify the situation

ANSWER: D

116. The historical method is related with _____.

- A. the history oriented researches only
- B. the researches of history and archaeology
- C. the historical researches conducted in all the disciplines
- D. the history of the research

ANSWER: C

117. The meaning of the Historical method of research is _____.

- A. to employ scientific method in order to study the historical problems
- B. to establish relationship between historical facts and current events
- C. to make specific investigation of the past events
- D. to make it clear finding

ANSWER: D

118. The steps of historical research method are _____.

- A. to identify the problem
- B. to collect the data
- C. to criticize the data
- D. to analyze the data

ANSWER: D

119. Reliability and validity are jointly called the _____ of measurement scales.

- A. psychometric properties
- B. synch metric properties

- C. physiometric properties
- D. chronometric properties

ANSWER: A

120. The need of philosophical research desired in _____.

- A. philosophy related researches
- B. all the researches involved in expects the aims of social sciences
- C. explorations of Atma and Paramaiiw
- D. determining the role and extension of philosophy

ANSWER: B

121. The problem for the research related to metaphysics can be _____.

- A. what is meant by the existence
- B. what are the qualities of the existence of the objects
- C. how knowledge of individuality of objects can be realized
- D. the knowledge of the researcher

ANSWER: D

122. In Epistemology, the following problem can be solved _____.

- A. what is known to the brain beyond the knowledge of its own ideas
- B. were the knowledge becomes objective as well as subjective simultaneously
- C. the criteria of judgment of Truth and false
- D. study area included

ANSWER: D

123. Ethics is related with _____.

- A. beliefs of the person
- B. nature of law
- C. civic principles and rights
- D. ethics

ANSWER: D

124. The experimental method is _____.

- A. a method for verifying a hypothesis
- B. a method deriving inferences
- C. a variable controlling method
- D. a method of checking

ANSWER: A

125. The wrong statement in relation to experimental method is _____.

- A. observation under controlled condition is experiment
- B. it is the method of effective control of variables
- C. careful observation of a phenomenon under controlled conditions
- D. it is a useful method in laboratories

ANSWER: D

126. The fundamental assumption of experimental method is related with _____.

- A. law of single variable
- B. law of two variables
- C. controlled conditions
- D. intermediary variables

ANSWER: A

127. The empirical counterpart of a construct or concept is called a _____.

- A. phenomenon
- B. measurement
- C. isomorphism
- D. variable

ANSWER: D

128. The meaning of variable is _____.

- A. the quality having different values
- B. the nature of happening which influences other happenings through its presence
- C. the concept based
- D. the quality of the research

ANSWER: C

129. Generally variable are of _____.

- A. two types independent and dependent variable
- B. three types independent, dependent and intervening variables
- C. four types independent, dependent, intervening and control variables
- D. only one variable

ANSWER: C

130. The characteristics of experimental method are _____.

- A. it follows the law of single variable
- B. it is the laboratory method of research and has borrowed from pure sciences
- C. it follows the scientific method
- D. it follows the ethics

ANSWER: D

131. The step of experimental method is _____.

- A. selection and definition of a problem
- B. survey of the related literature
- C. experimental design
- D. survey related to the problem

ANSWER: D

132. Which one of the following is not a type of experimental method?

- A. Single-group experiment.
- B. Parallel-group experiment.
- C. Rotational group experiment.
- D. Residual group experiment.

ANSWER: D

133. According to Lindquist the types of experimental design are _____.

- A. six
- B. four
- C. two
- D. three

ANSWER: A

134. The meaning of ExPost Facto Research is _____.

- A. the research carried out after the incident
- B. the research carried out prior to the incident
- C. the research carried out along with the happening of an incident
- D. the research carried out keeping in mind the possibilities of an incident

ANSWER: A

135. In Ex Post Facto research the position of the variable is _____.

- A. generally the independent variable happened before the research
- B. the researcher begins with single dependent and independent variables
- C. after it he studies the possible relations in a regressed form
- D. the researcher begins with single variable

ANSWER: D

136. In order to carry out a study on Juvenile delinquents, the best method is _____.

- A. ex post facto method
- B. case study method
- C. experimental method
- D. genetic method

ANSWER: A

137. In correlation design of ex post facto research, we study _____.

- A. the variable which has been measured in advance and will be work as a causative factor for second variable
- B. the second variable which is going to be measured and will work as a causative factor for antecedent variable
- C. the third variable which can not be measured but works as a causative factor for first and second variable
- D. all the three situations and occurrence of variables

ANSWER: D

138. Case study method denotes _____.

- A. the study of a case in its vicinity
- B. the extensive study of a case
- C. the cumulative study of a case
- D. the study of a single person

ANSWER: D

139. The contribution of case study is _____.

- A. the study and data collection of a case related to caste, age, sex, religion, problems, intellectual level, socio-economic status etc
- B. in evaluation of historical facts related with persons or case
- C. in study of institutionalized groups and families
- D. in evaluation of historical general facts related with persons

ANSWER: D

140. The objective of case study is _____.

- A. remedial
- B. diagnostic
- C. educational
- D. informative

ANSWER: D

141. The main types of case study are _____.

- A. four
- B. five
- C. six
- D. three

ANSWER: C

142. Case study collects the data from the following sources _____.

- A. from individual
- B. from anecdotal records
- C. from government documents
- D. from other sources

ANSWER: D

143. _____ is a criterion of a good case study.

- A. Continuity
- B. Completeness of the data
- C. Validity of the data
- D. Reliability of the data

ANSWER: D

144. _____ refers to the use of both qualitative and quantitative methods to understand the nature of a research problem.

- A. Pilot study
- B. Mixed method
- C. Inference
- D. Triangulation

ANSWER: D

145. The limitation of case study is _____.

- A. it has subjectivity
- B. it is difficult to formulate assumptions
- C. it is difficult to employ complex statistical methods
- D. it has objectivity

ANSWER: D

146. The meaning of Crossed Reaction Experimental Design is _____.

- A. such an experimental design where the reactions are carried out with the subjects in a sequential fashion
- B. such an experimental design where the subject related errors are eliminated
- C. it is difficult to employ complex statistical methods
- D. it studies the effects of the institutions simultaneously

ANSWER: C

147. The advantage of Random Replication Design is _____.

- A. it controls almost all types of errors
- B. it studies the effects of the institutions simultaneously
- C. it employs in social science researches vigorously
- D. it depends on minimum error

ANSWER: D

148. Research Ethics Research is a _____.

- A. value oriented process
- B. passive process
- C. self contained process
- D. discovery oriented process

ANSWER: A

149. The research should be value oriented _____.

- A. in the interest of human being
- B. in the interest of all the living creatures
- C. in the self-interest
- D. in the interest of religion

ANSWER: A

150. The research is an ethical process. Here the meaning of ethics is _____.

- A. the external beauty of the research
- B. the quality of the research content
- C. the fulfillment of research values in an investigation
- D. the quality of the research data

ANSWER: C

151. The title page of a research synopsis should be _____.

- A. attractive
- B. organized
- C. aesthetic
- D. logical

ANSWER: C

152. Ordinal scales are those that measure _____.

- A. categorical data
- B. rank ordered data
- C. equidistant data
- D. true zero point

ANSWER: B

153. The ethics in research is not related to _____.

- A. self interest
- B. scientific method
- C. reliability
- D. humanity

ANSWER: A

154. _____ is the degree to which the measure of a construct is consistent or dependable.

- A. Reliability
- B. Validity
- C. Subjectivity
- D. Objectivity

ANSWER: A

155. The process of creating an index is similar to that of a _____.

- A. data
- B. source
- C. score
- D. scale

ANSWER: D

156. What will you do to make your research: value oriented?

- A. You pay the cost of its writing to a ghost writer.
- B. You will charge the market rate for the work, you have conducted so far.
- C. You will ensure honesty and faith in the research work.
- D. You will make a Plagiarism.

ANSWER: C

157. The value of a research has been lost when _____.

- A. a researcher behavior becomes prejudiced
- B. a researcher becomes prey of hallucinations

- C. a researcher feels agreement with imaginary assumptions
- D. a researcher behavior becomes artificial

ANSWER: D

158. When a researcher is engaged in research in a subjective manner, the result will be _____.

- A. inadequate formulation of objectives
- B. inadequate selection of apparatus
- C. inadequate collection of data
- D. inadequate research experience

ANSWER: D

159. The research should not be carried out with blind folded eyes the meaning of this phrase is _____.

- A. the research should be free from all personal biases
- B. the research should be free from personal limitations
- C. the research should be separated from personal ideology
- D. the research should be based on the societal problem

ANSWER: D

160. The objectivity of the research can be enhanced _____.

- A. through its reliability
- B. through its validity
- C. through its impartiality
- D. through its partiality

ANSWER: D

161. Some research scholars think that when a little extension will be made in dissertation, it will be equivalent to the degree of Ph.D. This idea denotes _____.

- A. the illusions on the part of researcher
- B. the truth on the part of researcher
- C. the miserable behavior of the researcher
- D. the pitiable behavior of the researcher

ANSWER: A

162. In order to inculcate the ethical values in the researches, it is essential that it should be _____.

- A. in accordance with the researchers abilities
- B. providing opportunities to the researcher to work freely
- C. inculcate maturity in the researcher
- D. experience in research work

ANSWER: A

163. _____ is the number of respondents or subjects who actually participate in a project.

- A. Incidence
- B. Gross incidence
- C. Net incidence
- D. Cross incidence

ANSWER: C

164. The assumptions are formulated on the basis of _____.

- A. universality
- B. cultural background of a country
- C. specific characteristics of the castes
- D. observation and experiences

ANSWER: B

165. _____ is common in mass media research.

- A. Rating scales
- B. Scoring scales
- C. Unidimensional scales
- D. Multidimensional scales

ANSWER: A

166. When a researcher do not possess the quality of collection of the facts from social environment, such research will _____.

- A. not be a pure research
- B. be a malicious research
- C. be a irrelevant research
- D. pure research

ANSWER: A

167. Each word of a research should be _____.

- A. justifiable
- B. full of wisdom
- C. enjoyable
- D. entertaining

ANSWER: A

168. Which of the following is not a longitudinal design?

- A. Panel
- B. Cross-sectional
- C. Trend
- D. Both a and c are longitudinal designs

ANSWER: D

169. If a researcher has the quality of exploration and has the fine skills in his field of research, the research will be _____.

- A. value oriented
- B. comprehension oriented
- C. anxiety oriented
- D. thinking oriented

ANSWER: A

170. The research papers are written in order to _____.

- A. gain name and fame
- B. communicate the research
- C. get promotions
- D. gain knowledge

ANSWER: B

171. Thurstone scales are also called _____.

- A. transforming scales
- B. scalogram scales
- C. equal-appearing interval scales
- D. semantic differential scales

ANSWER: C

172. The process of writing a research paper is _____.

- A. scientific
- B. unscientific

C. original

D. general

ANSWER: A

173. The advantages of preparing the research paper are _____.

A. the exchange of ideas related to research

B. the familiarity with the research approaches

C. the awareness about present researches

D. to impart the knowledge

ANSWER: D

174. The research is a _____.

A. honest investigation

B. passive investigation

C. investigation for showing scholarship

D. investigation in the interest of society

ANSWER: A

175. Guttman scaling is also called _____.

A. transforming scales

B. scalogram analysis

C. equal-appearing interval scales

D. semantic differential scales

ANSWER: B

176. The _____ approach argues that there is no absolute right or wrong way to behave.

A. relativism

B. utilitarianism

C. positivism

D. universalism

ANSWER: A

177. The research paper does not have its advantage when it does not _____.

A. improve the goal-oriented researches

B. present for wider criticism of its inferences

C. nourish the wider causes of the society

D. imparts fame at regional and national levels

ANSWER: C

178. Nonparametric statistics are appropriate with _____.

A. nominal and ordinal data

B. interval and ratio data

C. nominal and interval data

D. ordinal and ratio data

ANSWER: A

179. The basic requirement for preparing a research paper is _____.

A. the research orientation of the person

B. the research skills in the person

C. the research attitudes in the person

D. the research knowledge of the person

ANSWER: D

180. Generally the format of research resembles _____.

- A. a long essay
- B. a synopsis
- C. a writing technique
- D. a report preparing method

ANSWER: B

181. Generally in all researches, an abstract of each article has been prepared which focuses upon _____.

- A. the central theme of the research paper
- B. the research innovation employed in research paper
- C. the effective conclusions of the research paper
- D. the concept of the presentation

ANSWER: D

182. _____ statistics are appropriate for interval and ratio data.

- A. Descriptive
- B. Summary
- C. Parametric
- D. Nonparametric

ANSWER: C

183. The research paper and the research article are _____.

- A. two separate name of one and same thing
- B. first is factual and later a theoretical in nature
- C. first is having survey background the later is experiment in nature
- D. B and C are the correct statements

ANSWER: D

184. The background of the research paper may be _____.

- A. philosophical
- B. historical
- C. contemporary
- D. action based

ANSWER: D

185. Generally research papers have been given more weight age instead of research articles because these will be _____.

- A. based on data
- B. incorporated with statistics
- C. based on the research work
- D. based on the topic

ANSWER: C

186. Qualitative observation is usually done for exploratory purposes; it is also called _____ observation.

- A. Structured
- B. Naturalistic
- C. Complete
- D. Probed

ANSWER: B

187. Conference is a _____.

- A. provision to discuss on serious matters
- B. adequate solution of research problems
- C. wider manipulation of research inferences

D. gathering

ANSWER: D

188. Crosstab analysis is an extension of the _____.

A. t-Test

B. goodness of fit test

C. F ratio

D. Z-test

ANSWER: B

189. _____ is the process of converting data into numeric format.

A. Code book

B. Data transformation

C. Data entry

D. Data coding

ANSWER: D

190. _____ refers to the statistical testing of hypotheses.

A. Descriptive analysis

B. Inferential analysis

C. Univariate analysis

D. Bi-variate analysis

ANSWER: B

191. _____ is the most frequently occurring value in a distribution of values.

A. Mean

B. Mode

C. Median

D. Range

ANSWER: C

192. The advantage of conference is _____.

A. development of democratic values

B. guidance of new researchers

C. mutual exchange of ideas

D. meeting source peoples

ANSWER: D

193. The main objective of organizing a workshop is _____.

A. to improve the skills of the researchers in order to solve the specific problem

B. to impart practical training to the researchers

C. to make perfect the researchers in an area of research

D. to improve the talent

ANSWER: D

194. _____ implies that the researcher or readers of the final research report or paper cannot identify a given response with a specific respondent.

A. Consent

B. Confidentiality

C. Participation

D. Anonymity

ANSWER: D

195. In organization of a workshop, the following cognitive objective is primarily included _____.

- A. to search the solutions for complicated problems
- B. to discuss the socio philosophical aspects of the research
- C. to determine the research methods
- D. to search the answers

ANSWER: D

196. The affective objective of the workshop is _____.

- A. the awareness towards recent research trend in an area
- B. the activation towards immediate problems
- C. the expertise in the field of research
- D. the awareness towards recent problems

ANSWER: D

197. Most frequently used data collection technique in interpretive research is _____.

- A. interview
- B. content analysis
- C. observation
- D. case analysis

ANSWER: A

198. _____ is defined by Websters dictionary as conformance to the standards of conduct of a given profession of group.

- A. Laws
- B. Consent
- C. Ethics
- D. Regulation

ANSWER: C

199. NVivo is used to automate coding process in _____ research methods.

- A. quantitative
- B. qualitative
- C. mixed
- D. triangulation

ANSWER: B

200. There is a need for the qualities of labeling, page-numbering and refinement in the graphical figures in a researcher _____.

- A. specific qualities
- B. artistic qualities
- C. appreciative qualities
- D. painter's qualities

ANSWER: B

201. _____ believes that something is true or false simply because it makes sense.

- A. Superstition
- B. Custom
- C. Intuition
- D. Authority

ANSWER: C

202. Nondirectional research questions use _____.

- A. formal questions
- B. informal questions
- C. open-ended questions

D. closed-ended questions

ANSWER: C

203. The non probability technique used in survey research is _____.

A. accidental sample

B. quota sample

C. cluster sample

D. stratified sample

ANSWER: D

204. Using of all elements in the population and taking a lottery to select the desired number of elements from the totality is _____.

A. simple random sampling

B. stratified random sampling

C. cluster sampling

D. systematic sampling

ANSWER: A

205. Multi Stage sampling is also called as _____.

A. quota sampling

B. cluster sampling

C. purposive sampling

D. stratified sampling

ANSWER: B

206. Which sampling involves picking up of cases that are judged to be typical of the population?

A. Cluster sampling.

B. Accidental sampling.

C. Quota sampling.

D. Purposive sampling.

ANSWER: D

207. _____ are probably the most frequently used measurement technique in communication research.

A. Interviews

B. Observations

C. Questionnaires

D. Instruments

ANSWER: C

208. In open ended question, the respondent is provided with _____.

A. no answers

B. multiple type answers

C. objective type answer

D. questionnaire

ANSWER: A

209. The advantage of interviewing over questionnaire is _____.

A. the method can be used with illiterates

B. it posses great flexibility

C. it yields a better sample of the population

D. it poses great reliability

ANSWER: D

210. Which is the method used for receiving information in market based feedback system?

- A. Audience Decision Making.
- B. Direct Feedback.
- C. Media Review.
- D. Indirect Feedback.

ANSWER: D

211. A sample must not be _____.

- A. representative of a population
- B. adequate for the purpose of research
- C. having the same nature as that of the universe
- D. representative of universe

ANSWER: D

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

- A. Geometric mean.
- B. Mode.
- C. Medium.
- D. All of these are the measures of central tendency.

ANSWER: D

213. A brief summary of important points in an article or conference paper that generally appears at the beginning of the manuscript is called _____.

- A. abstract
- B. synopsis
- C. brief
- D. review

ANSWER: A

214. In aided recall methods, the respondent or test subject is shown _____.

- A. a picture of the ad but not the name of the sponsor of the ad or brand name
- B. the complete ad and asked whether he can recall the products of competitors that correspond to the ad shown to him
- C. a number of ads and told to identify the ad that has impressed him the most
- D. influencing factor

ANSWER: A

215. In before after testing, the advertising researcher _____.

- A. defines the goals of the advertising message after the execution of the ad campaign
- B. defines the goals of the advertising message before the execution of the ad campaign
- C. use different test subjects in the before and after stages of the test
- D. uses low cost tests during the before stages and high cost tests during the after stages

ANSWER: B

216. Why are conclusive and exploratory research a part of a cyclic process?

- A. The results of conclusive research generate new ideas, which become the input for exploratory research. Hence the process is cyclic in nature.
- B. Exploratory research follows conclusive research.
- C. Most of market researchers prefer to undertake conclusive research and exploratory research in a cyclic order.
- D. It is repeated.

ANSWER: A

217. Testing at the beginning of the creative process mostly includes _____.

- A. quantitative research

- B. qualitative research
- C. statistical methods and formulas
- D. analytical research

ANSWER: B

218. The latest audience to study by the proponents of media research are _____.

- A. print media audience
- B. broadcast audience radio
- C. broadcast audience TV
- D. print and audio

ANSWER: D

219. Through the chi square test, we can judge that two characteristics of a population are _____.

- A. related to each other
- B. related to a third characteristic
- C. able to affect the chief characteristic of a population
- D. are independent of each other

ANSWER: A

220. Motivation research tries to analyze _____.

- A. how consumers buy or shun particular products
- B. why consumers buy specific products or services
- C. what is the geographic and demographic profile of a targeted market niche
- D. able to affect the chief characteristic of a population

ANSWER: B

221. Which one of the following is not the strength of media effects research?

- A. It can determine the harmful effects of the media on the truth.
- B. It can help the state take necessary actions to control the effects of the media.
- C. It helps media organizations alter the software according to the needs of the targeted audiences.
- D. It can help researchers and their sponsors learn the relatives of media effects at very low cost.

ANSWER: D

222. A statistical relationship between two variables is called _____.

- A. regression
- B. correlation
- C. hypothesis
- D. proposition

ANSWER: B

223. A statistical test used to examine differences between two groups measured on an interval or ratio dependent variable is _____.

- A. Z test
- B. chi square
- C. f test
- D. t Test

ANSWER: D

224. The Research antagonistic to ex-post facto research is _____.

- A. experimental studies
- B. normative researches
- C. library researches
- D. scientific researches

ANSWER: A

225. Who is regarded the father of scientific social surveys?

- A. Darwin.
- B. Best.
- C. Both.
- D. Kerlinger.

ANSWER: B

226. Attributes of objects, events or things which can be measured are called _____.

- A. qualitative measure
- B. data
- C. variables
- D. quantitative measure

ANSWER: C

227. The Process not needed in experimental research is _____.

- A. observation
- B. controlling
- C. manipulation and replication
- D. reference collection

ANSWER: D

228. The Experimental study is based on the law of _____.

- A. single variable
- B. replication
- C. occupation
- D. reference collection

ANSWER: A

229. _____ is presenting someone else's words or thoughts as though they were your own, constituting intellectual theft.

- A. Plagiarism
- B. Population
- C. Prejudice
- D. Propaganda

ANSWER: A

230. An example of scientific knowledge is _____.

- A. authority of the prophet or great men
- B. social traditions and customs
- C. religious scriptures
- D. laboratory and field experiments

ANSWER: D

231. A teacher encounters various problems during his professional experiences. He should _____.

- A. resign from his post in such situations.
- B. do research on that problem and find a solution.
- C. avoid the problematic situations.
- D. take the help of head is feasible only when.

ANSWER: B

232. A research problem is feasible only when _____.

- A. it is researchable
- B. it is new and adds something to knowledge

- C. it has utility and relevance
- D. it is analyzed

ANSWER: D

233. Formulation of hypothesis may not be necessary in _____.

- A. survey studies
- B. fact finding historical studies
- C. normative studies
- D. experimental studies

ANSWER: B

234. Studying the social status of a population a researcher concluded that Mr. X is socially backward. His conclusion is _____.

- A. wrong
- B. right
- C. inaccurate
- D. biased

ANSWER: C

235. A good hypothesis should be _____.

- A. precise specific and consistent with most known facts
- B. formulated in such a way that it can be tested by the data
- C. of limited scope and should not have global significance
- D. simple and clear

ANSWER: D

236. Hypothesis cannot state in _____.

- A. null and question form terms
- B. declarative terms
- C. general terms
- D. directional terms

ANSWER: C

237. Logic of induction is very close to _____.

- A. the logic of sampling
- B. the logic of observation
- C. the logic of the controlled variable
- D. the logic of writing

ANSWER: A

238. In order to augment the accuracy of the study a researcher _____.

- A. should increase the size of the sample
- B. should be honest and unbiased
- C. should keep the variance high
- D. should decrease the size of the sample

ANSWER: D

239. All causes non sampling errors except _____.

- A. faulty tools of measurement
- B. inadequate sample
- C. non response
- D. defect in data collection

ANSWER: A

240. Who said that members of the same species are not alike?

- A. Sample parameter.
- B. Interference.
- C. Statistic.
- D. Parameter inference.

ANSWER: A

241. A statistical measure based upon the entire population is called parameter while measure based upon a sample is known as _____.

- A. sample parameter
- B. inference
- C. statistic
- D. basic yardstick

ANSWER: C

242. Generalized conclusion on the basis of a sample is technically known as _____.

- A. statistical inference of external validity of the research
- B. data analysis and interpretation
- C. parameter inference
- D. literature

ANSWER: A

243. A researcher selects a probability sample of 100 out of the total population. It is _____.

- A. a cluster sample
- B. a random sample
- C. a stratified sample
- D. a systematic sample

ANSWER: B

244. A researcher divides the populations into PG, Graduates, and upto HSc students and using the random digit table he selects some of them from each. This is technically called as _____.

- A. stratified sampling
- B. stratified random sampling
- C. representative sampling
- D. simple random sampling

ANSWER: B

245. The final result of a study will be more accurate if the sample drawn is _____.

- A. taken randomly
- B. fixed by quota
- C. representative to the population
- D. purpose

ANSWER: C

246. A researcher selects only ten members as a sample from the total population of 5000 and considers _____.

- A. himself as a good researcher
- B. he was guided by his supervisor properly
- C. the population was homogeneous
- D. he was guided coauthor

ANSWER: C

247. Area cluster sampling techniques are used when _____.

- A. population is scattered and large size of the sample is to be drawn

- B. population is heterogeneous
- C. long survey is needed
- D. both A and C.

ANSWER: D

248. A researcher divides his population into certain groups and fixed the size of the sample from each group. It is called _____.

- A. stratified sample
- B. quota sample
- C. cluster sample
- D. systematic sample

ANSWER: B

249. Which of the following is a non-probability sample?

- A. Quota sample.
- B. Simple Random sample.
- C. Purposive sample.
- D. A and C

ANSWER: D

250. Which technique is generally followed when the population is finite?

- A. Area sampling technique.
- B. Purposive sampling technique.
- C. Systematic sampling technique.
- D. Random sampling technique.

ANSWER: C

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