

**MA PUBLIC RELATION
Second Semester
Communication Research
(MPR- 08)**

Duration: 3Hrs.

Full Marks: 70

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

1. Answer the Following questions: Any Five

2×5 =10

- a) What is random sampling?
- b) Fill in the blank: Good research is
- c) To understand the functioning of society is one of the aims ofresearch.
- d) Survey method is used to collect
- e) The full form ICSSR is.....
- f) What is null hypothesis?

2. Answer the Following questions: Any Five

3×5 =15

- a) What is the significance of research?
- b) What is qualitative and quantitative research?
- c) What are the steps to write a research proposal?
- d) What is variable?
- e) What is a mean?
- f) What are the different types of scaling techniques?

3. Answer the Following questions: Any Five

5×5 = 25

- a) What is Research? What are the different types of Research?
- b) What are the steps of preparing a Research Design?
- c) What are the methods of data collection?
- d) Write the steps of writing a Research Proposal?
- e) What is Research Report? What are the steps to write a research report?

OR

- f) What is probability and non-probability sampling?

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(The figures in the margin indicate full marks for the questions)

Duration: 20 minutes

Marks – 20

(PART A- Objective)

I. Fill in the blanks:

1 ×5= 5

1. Research in common parlance refers to search for.....
2. Mode is the most frequently.....value.
3.research is based on the measurement of quantity or amount.
4. Research is composed of two words..... and
5. The most important method of research used by the researchers in different fields is called.....

II. Write True or False.

1 ×5= 5

1. Objectivity is one of the features of scientific research.
2. The system of assigning number symbols to events in order to label them is called Ordinal Scale.
3. A Pilot survey is not a small scale replica of the main survey.
4. A hypothesis is a tentative answer to a question.
5. Null hypothesis suggest that there is a relationship or dependence between two variables.

III. Choose the correct one

1×10=10

1. Descriptive Research includes-
 - a. Surveys and fact findings
 - b. abstract idea or theory
 - c. Finding a solution
 - d. concerning the qualitative phenomenon
2. A good research has the feature of-
 - a. Not replicable
 - b. Un-empirical
 - c. Generalized measurement
 - d. A wide area of study

3. In a research methodology, the data collection is made through-
- a. By execution of the problem
 - b. By analysis of the data
 - c. By hypothesis testing
 - d. By observation
4. To conduct a case methodology method which of the following step is not involved-
- a. Selection of cases and to identify the situation.
 - b. Collection and recording of data.
 - c. Controlled observational study.
 - d. Interpretation of data.
5. Purposive sampling is also known as-
- a. Simple random sampling
 - b. Deliberate sampling
 - c. Systematic sampling
 - d. Stratified sampling
6. Which of these, is not a test of sound measurement-
- a. Test of validity
 - b. Test of reliability
 - c. Test of practicability
 - d. Test of errors
7. A good hypothesis should have the following criteria-
- a. It should be biased.
 - b. It should be verifiable
 - c. It should be expressed in qualitative form
 - d. None of the above
8. Null hypothesis was invented by-
- a. William J.Goode
 - b. Pauline V.Young
 - c. E.H.Carr
 - d. Sir Ronald Fisher
9. The variables selected for analysis are called-
- a. Dependent variables
 - b. Assigned variables
 - c. Measured variables
 - d. Explanatory variables
10. Which of these factors is not a criteria of selecting a sampling procedure-
- a. Inappropriate sampling frame
 - b. Defective measuring device
 - c. Indeterminacy principle
