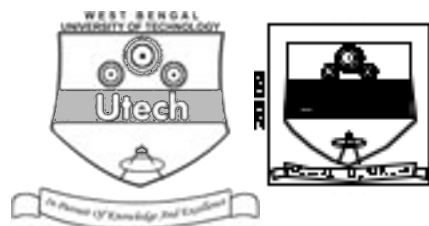


CS/BMS (NEW) (SUPPLE)/SEM-6/MMS-602/09
MEDIA RESEARCH (SEMESTER - 6)



1.
Signature of Invigilator

2.
Signature of the Officer-in-Charge

Reg. No.

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Roll No. of the
Candidate

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CS/BMS (NEW) (SUPPLE)/SEM-6/MMS-602/09
ENGINEERING & MANAGEMENT EXAMINATIONS, AUGUST – 2009
MEDIA RESEARCH (SEMESTER - 6)

Time : 3 Hours]

[Full Marks : 70

INSTRUCTIONS TO THE CANDIDATES :

1. This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
2. a) In **Group – A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
b) For **Groups – B & C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group – B** are Short answer type. Questions of **Group – C** are Long answer type. Write on both sides of the paper.
3. **Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
4. Read the instructions given inside carefully before answering.
5. You should not forget to write the corresponding question numbers while answering.
6. Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
7. **Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
8. You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
9. Rough work, if necessary is to be done in this booklet only and cross it through.

No additional sheets are to be used and no loose paper will be provided

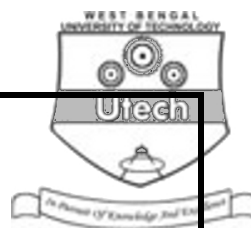
FOR OFFICE USE / EVALUATION ONLY

Marks Obtained

	Group – A										Group – B					Group – C					Total Marks	Examiner's Signature
Question Number																						
Marks Obtained																						

.....
Head-Examiner/Co-Ordinator/Scrutineer

S-54028 (19/08)



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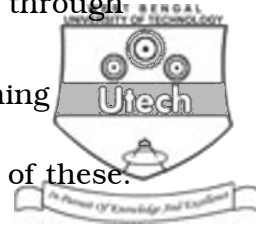
**MEDIA RESEARCH
SEMESTER - 6**

Time : 3 Hours]

Full Marks : 70

GROUP – A**(Multiple Choice Type Questions)**

1. Choose the correct alternatives for the following : 10 × 1 = 10
- i) The George Gallop organization is a pioneer in the development of
- a) Circulation research b) TRP research
- c) Readership research d) None of these.
- ii) In a question the respondents are offered a set of answers and asked to choose the one that most closely represents their views.
- a) open-ended
- b) close-ended
- c) factual.
- iii) Focus group is a common research procedure in
- a) electronic media b) new media
- c) print media d) all of these.
- iv) The key codes of Research Ethics is
- a) Honesty b) Objectivity
- c) both (a) & (b) d) None of these.



- v) In Descriptive Research, Market data is collected through

a) Experiment b) Learning
c) Observation d) None of these.

vi) There are type of possible relationship can arise between two variables.

a) 2 b) 4
c) 3 d) 5.

vii) Line graph in statistics is also known as

a) Bar charts b) Scatter graph
c) Frequency polygon d) None of these.

viii) A probability sample is selected according to

a) mathematical guidelines b) non-mathematical guidelines
c) speculative guidelines d) none of these.

ix) Purposive sampling is a

a) restricted sampling b) non-probability sampling
c) both (a) & (b) d) none of these.

x) In sampling ultimate size of the sample has not been fixed in advance.

a) Stratified b) Subjective
c) Sequential d) Systematic.

GROUP – B
(Short Answer Type Questions)



Answer any *three* of the following.

$3 \times 5 = 15$

2. Why there is a need of protection of privacy in research ?

3. Give a brief account on Hypothesis.

4. Write short notes on any *two* of the following :



$2 \frac{1}{2} + 2 \frac{1}{2}$

a) Histogram

b) Pie chart

c) Primary & Secondary sources of research

d) Importance of "variables" in research.

5. State the characteristics of a good sample design.

6. Give a brief account on Web media research.

GROUP – C

(Long Answer Type Questions)

Answer any *three* questions.

$3 \times 15 = 45$

7. a) Give an elaborate note about the importance and necessity of readership research in print media.

b) State various formula & procedures in readability research. How far typography & makeup play a prominent role in print media research ?

$7 \frac{1}{2} + 7 \frac{1}{2}$

8. a) Describe the various procedures used in electronic media research.

b) What do you understand by the term 'research ethics' ? Discuss the general ethical principles of research.

$7 \frac{1}{2} + 7 \frac{1}{2}$

9. State the characteristics of a good sample. Distinguish between probability & Non-probability Sampling.

$8 + 7$



10. What are the different types of research ? State the key points that a researcher must pay attention, while developing a research design.



11. What is a questionnaire ? What is its relevance in research ? What are the important things that you would take under consideration before designing a questionnaire for the purpose of media research ?

3 + 4 + 8

END