Name : ……………………………………………………

Roll No. : …………………………………………………

Invigilator's Signature : ………………………………

CS/BMS/SEPARATE SUPPLE/SEM-6/MMS-602/2011

2011

MEDIA RESEARCH

Time Allotted : 3 Hours   *Full Marks* : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A

(Multiple Choice Type Questions)

1.   Choose the correct alternatives for the following :

$10 \times 1 = 10$

   i)   The middle number in a set of ordered numbers is
         called

         a)   Geometric Mean   b)   Hermonic Mean

         c)   Median   d)   Average.

   ii)   The Median of the numbers : 21, 16, 24, 15, 18 is

         a)   15   b)   16

         c)   18   d)   21.

iii) The difference between the greatest and the least value in a set of numbers is called

a)   Quartile   b)   Mode

c)   Range   d)   none of these.

iv) The most frequently occurring score is called

a)   Mean   b)   Arithmetic Mean

c)   Mode   d)   none of these.

v) The Mean & Median value of : 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 is

a)   6.5   b)   7.5

c)   5.5   d)   7.0.

vi) In everyday life which of the following are to be normally distributed ?

a)   Height   b)   Exam marks

c)   Weight   d)   All of these.

vii) The .... is a conversion of the raw score into a standard score based on the mean and the standard deviation.

a)   P-score   b)   T-score

c)   S-score   d)   Z-score.

viii) The extent of departure of numerical values from symmetrical distribution around the central value is called

    a)   Variance   b)   Variations

    c)   Central Tendency   d)   Skewness.

ix)   Find out the true statemtent :

    a)   For positively skewed distribution, Mean < Median

    b)   For positively skewed distribution, Mode > Median

    c)   For positively skewed distribution, Median > Mean

    d)   For positively skewed distribution, Mean > Median.

x)   The mode of the numbers 2, 5, 3, 8, 5, 5, 3, 7, 6, 8, 3, 9, 3 is

    a)   5   b)   2

    c)   7   d)   3.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.   3 × 5 = 15

2.   An investor buys Rs. 20,000 worth of shares of a company each month. During the first 3 months he bought the shares at a price of Rs. 120, Rs. 160 and Rs. 210. After 3 months what is the average price paid by him for the shares ?

3.   What do you mean by Sampling Bias ?

4.   Give a brief account of Multi-stage Sampling.

5. What is a variable ? What do you understand by the terms Independent & Dependent Variables ?

6. What is the differences between Primary & Secondary Data ? State with suitable examples.

7. Explain briefly the different types of Random Sampling.

GROUP – C
(Long Answer Type Questions)
Answer any *three* of the following. 3 × 15 = 45

8. a) What are the advantages & disadvantages of structured questionnaire method of collecting data ? Explain.

   b) State the different steps of designing a Questionnaire.

   c) State the difference between Sampling & Non-Sampling Error. 6 + 5 + 4

9. What is Hypothesis ? Explain Null & Alternative Hypothesis with examples. What is the level of significance in testing a Hypothesis ? 3 + 6 + 6

10. What do you understand by the term "Research Ethics" ? Discuss the general ethical principles of research. 3 + 12

11. Define Research. State the significance of Research in Media related field. 3 + 12

12. Describe the various procedures used in Electronic Media Research. Give an elaborate note about the importance & necessity of Readership Research in Print Media. $2 \times 7\frac{1}{2}$

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