

MCQ- Media Research (303)

S.No	Question	A	B	C	D	Ans
1	Which of the following is a problem associated with survey research	The problem of objectivity	The problem of 'going naïve'	The problem of omission	The problem of robustness	C
2	What is an observation Schedule?	A set of explicit rule sfor assigning behavior to categories	A timetable of days on which you plan to carry out your observation	A lost of questions to ask your interviewees	A way of testing for measurement validity	A
3	What is the full form for TRP?	TAM Rating Programme	Television Rating Point	Television Research Point	Target Rating Point	B
4	Preliminary data collection is a part of-	Descriptive Research	Exploratory Research	Applied Research	Explanatory Research	B
5	The most important advantage of sampling method of data collection is-	Increase accuracy	The only method of data collection	Saves time	Easy to handle the data	C
6	Which form of data below can usually be obtained more quickly and at a lower cost than the others?	Survey Research	Secondary Data	Primary Data	Online Marketing Research	B
7	Which method could a marketing researcher use to obtain information that people are unwilling or unable to provide?	Observational Research	Focus Groups	Personal Interviews	Questionnaires	A
8	Research refers to the search for:-	Information	Knowledge	Analysis	Applications	B
9	Which is the most common method to conduct a web survey?	Email Survey	SMS Survey	Social Media Integration	All of the above	D
10	The objective of research should be:	Providing new information	Pushing back ignorance and baseless nations	Both A&B	None of these	C
11	Which amongst the following is an advantage of Web Survey?	Faster medium to Reach Target Audience	Data Reliability	Population Selection	Easy Cooperation	A
12	Conducting surveys is the most common method of generating	Qualitative Data	Primary Data	Secondary Data	None of the above	B
13	Census method of research is which type of method?	Qualitative	Quantitative	Biased	All of the above	B
14	A research hypothesis can take either	Declarative form	Null form	Question form	All of the above	D
15	Media Research is related to	Primary-data collection	Secondary-data collection	Copy-testing technique	Raw data and facts	C
16	Market research is done to target:	Customers	Producers	Advertisements	None of these	A
17	The most immediate step of market research is	Advertising	Setting target audience	Effective media planning	All of these	C
18	Which of the following best suits for 'Action Research'?	It is an applied research	It is an quantitative research	It is a survey research	It is a population research	A

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19	What is the full form for IRS?	Internal Revenue Service	Indian Readership Survey	International Readership Survey	Individualised Research Study	B
20	Which of the following is not a type of sampling used in structured observation?	Focal Sampling	Scan Sampling	Emotional Sampling	Behavior Sampling	C
21	Suppose you are doing a survey in which sample quality and precision are at utmost importance, and you need to ask some critical open-ended questions. Which survey mode would work best?	Face-to-face Interview	Telephone Interview	Mail Questionnaire	Mixed mode combining telephone interviews with a mailed questionnaire	A
22	Planning a survey involves 2 concurrent activities: one, Construction of the survey instrument and which is the second?	Selection of the sample	Selection of the survey mode	Coding of variables	Selection of the survey design	A
23	Which of the following is not something a researcher will have to consider when thinking about their sample size?	Time and Cost	No Responses	Length of Questionnaire	Heterogeneity of population	C
24	Research is which type of activity	Social	Political	Academic	Disciplined	C
25	Research is a:	Tool for delve deep in quest of truth	Phenomenon comprising of predefined processes	Boom to society	All of the above	D
26	Which of the following is the first step in starting the research process?	Searching sources of information to locate problem.	Survey of related literature	Identification of problem	Searching for solutions to the problem	C
27	Which country after India has the highest sample size in readership Survey	a) France	b) Brazil	c) Germany	d) Finland	B
28	In National Readership Survey, what is the minimum age to participate in a survey	a) 10 Years	b) 11 Years	c) 12 Years	d) 13 Years	C
29	Research can be used in the fields of	Education	Economics	Administrator	All of the above	D
30	Research problem is selected from the standpoint of?	Researcher's interest	Financial support	Social relevance	Availability of relevant literature	C
31	Define Research					
32	Explain TRP					
33	What is Primary Data Collection Tool?					
34	Define Qualitative and Quantitative Data					

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35	What do you understand by Interpretation of Data?					

