

# JNUEE PHD Media Studies

**1) Which is the biggest Advertising agency in the world?[Question ID = 24891][Question Description = S1\_MSH\_881\_PhD\_Q001]**

1. Mc Erikson [Option ID = 171255]
2. WPP Group [Option ID = 171256]
3. Thompson [Option ID = 171257]
4. Ogilvy and Mather [Option ID = 171258]

**2) General Motors Company's first corporate promoting campaign in 1920s was based on the idea of \_\_\_\_\_. [Question ID = 24892][Question Description = S1\_MSH\_881\_PhD\_Q002]**

1. Neighbourhood and family [Option ID = 171259]
2. Share holders [Option ID = 171260]
3. Friends and well wishers [Option ID = 171261]
4. Office staff and colleagues [Option ID = 171262]

**3) The size of the camera lens opening is measured in terms of \_\_\_\_\_. [Question ID = 24893][Question Description = S1\_MSH\_881\_PhD\_Q003]**

1. F-Stops [Option ID = 171263]
2. C-Stops [Option ID = 171264]
3. D-Stops [Option ID = 171265]
4. A-Stops [Option ID = 171266]

**4) Time code helps in \_\_\_\_\_. [Question ID = 24894][Question Description = S1\_MSH\_881\_PhD\_Q004]**

1. Pre-production [Option ID = 171267]
2. Recording [Option ID = 171268]
3. Lighting [Option ID = 171269]
4. Sound [Option ID = 171270]

**5) A typical air control room would have what type of audio metering?[Question ID = 24895][Question Description = S1\_MSH\_881\_PhD\_Q005]**

1. UH meters [Option ID = 171271]
2. UV meters [Option ID = 171272]
3. VH meters [Option ID = 171273]
4. VU meters [Option ID = 171274]

**6) Who was the first recipient of Dada Saheb Phalke Award?[Question ID = 24896][Question Description = S1\_MSH\_881\_PhD\_Q006]**

1. Prithvi Raj Kapoor. [Option ID = 171275]
2. Dilip Kumar [Option ID = 171276]
3. Lata Mangeshkar [Option ID = 171277]
4. Devika Rani [Option ID = 171278]

**7) AIDA is \_\_\_\_\_. [Question ID = 24897][Question Description = S1\_MSH\_881\_PhD\_Q007]**

1. Hierarchy effect model [Option ID = 171279]
2. Limited effect model [Option ID = 171280]
3. Cognitive effect mode [Option ID = 171281]
4. Stimulus effect model [Option ID = 171282]

**8) Who should not be member of the Press Council of India?[Question ID = 24898][Question Description = S1\_MSH\_881\_PhD\_Q008]**

1. An Editor [Option ID = 171283]
2. Chief Reporter [Option ID = 171284]
3. A person who is part of management [Option ID = 171285]
4. A news anchor [Option ID = 171286]

**9) Cognitive Dissonance Theory was coined by \_\_\_\_\_. [Question ID = 24899][Question Description = S1\_MSH\_881\_PhD\_Q009]**

1. Gebner  
[Option ID = 171287]
2. Meyrowitz  
[Option ID = 171288]
3. Elihu Katz  
[Option ID = 171289]
4. L.A. Festinger  
[Option ID = 171290]

**10) Who was the first Indian to get an Oscar Award?**[Question ID = 24900][Question Description = S1\_MSH\_881\_PhD\_Q010]

1. A.R. Rehman [Option ID = 171291]
2. Amir Khan [Option ID = 171292]
3. Bhanu Athaiya [Option ID = 171293]
4. Sekhar Kapoor [Option ID = 171294]

**11) Homi Vyarawalla was associated with \_\_\_\_\_.**[Question ID = 24901][Question Description = S1\_MSH\_881\_PhD\_Q011]

1. Film Direction [Option ID = 171295]
2. Photo Journalism [Option ID = 171296]
3. Documentary Production [Option ID = 171297]
4. TV Journalism [Option ID = 171298]

**12) According to McQuail the \_\_\_\_\_ paradigm has a functionalist perspective**

**[Question ID = 24902][Question Description = S1\_MSH\_881\_PhD\_Q012]**

1. Scientific  
[Option ID = 171299]
2. Dominant  
[Option ID = 171300]
3. Functional  
[Option ID = 171301]
4. Passive  
[Option ID = 171302]

**13) Which section of Information Technology Act 2000 was critically reviewed by Supreme Court?**[Question ID = 24903]  
**[Question Description = S1\_MSH\_881\_PhD\_Q013]**

1. 66C [Option ID = 171303]
2. 76A [Option ID = 171304]
3. 66A [Option ID = 171305]
4. 76B [Option ID = 171306]

**14) Reasonable restrictions of Freedom of Speech and expression was given by Supreme Court in which case?**[Question ID = 24904][Question Description = S1\_MSH\_881\_PhD\_Q014]

1. Maneka Gandhi Vs Union of India [Option ID = 171307]
2. Indian Express VS Union of India [Option ID = 171308]
3. Indira Sahweny Vs State of Rajasthan [Option ID = 171309]
4. Romesh Thapar Vs State of Madras [Option ID = 171310]

**15) A cutline under a graphic illustration is popularly known as \_\_\_\_\_.**[Question ID = 24905][Question Description = S1\_MSH\_881\_PhD\_Q015]

1. Legend [Option ID = 171311]
2. Line cast [Option ID = 171312]
3. Picture line [Option ID = 171313]
4. Back line [Option ID = 171314]

**16) Who is the director of ‘India’s Daughter’?**[Question ID = 24906][Question Description = S1\_MSH\_881\_PhD\_Q016]

1. Ben Kingsley [Option ID = 171315]
2. Leslee Udwin [Option ID = 171316]
3. Anand Patwardhan [Option ID = 171317]
4. Nandita Das [Option ID = 171318]

**17) In which of text of Alvin Toffler’s the term ‘telecommunity’ is found?**[Question ID = 24907][Question Description = S1\_MSH\_881\_PhD\_Q017]

1. Future Shock [Option ID = 171319]
2. The Third Wave [Option ID = 171320]
3. Digital Revolution [Option ID = 171321]
4. Global Village [Option ID = 171322]

**18) Who built the world’s first film production studio?**[Question ID = 24908][Question Description = S1\_MSH\_881\_PhD\_Q018]

1. Luminaire Brothers [Option ID = 171323]
2. 20th Century Fox production [Option ID = 171324]
3. Walt Disney [Option ID = 171325]
4. Edison [Option ID = 171326]

**19) Who propounded DAGMAR hierarchy model?**[Question ID = 24909][Question Description = S1\_MSH\_881\_PhD\_Q019]

1. Russell Colley [Option ID = 171327]
2. Maslow [Option ID = 171328]
3. David Ogilvy [Option ID = 171329]
4. Schramm [Option ID = 171330]

20) Rhetoric theory of communication was developed by \_\_\_\_\_.[Question ID = 24910][Question Description = S1\_MSH\_881\_PhD\_Q020]

1. Immanuel Kant [Option ID = 171331]
2. Hagel [Option ID = 171332]
3. Aristotle [Option ID = 171333]
4. Socrates [Option ID = 171334]

21) Cultivation Theory was brought by \_\_\_\_\_.[Question ID = 24911][Question Description = S1\_MSH\_881\_PhD\_Q021]

1. Gerbner [Option ID = 171335]
2. Raymond [Option ID = 171336]
3. Greenfield [Option ID = 171337]
4. New Comb [Option ID = 171338]

22) What are the Three point lighting which is a traditional method of illuminating a subject in a scene with light sources from 3 distinct points?[Question ID = 24912][Question Description = S1\_MSH\_881\_PhD\_Q022]

1. Key light, Kicker Light, Backlight [Option ID = 171339]
2. Focus light, Key light, Fill light [Option ID = 171340]
3. Backlight, Key light, Top light. [Option ID = 171341]
4. Key light, Fill light, Back light [Option ID = 171342]

23) \_\_\_\_\_ is an accent light that highlights the edges of the subject[Question ID = 24913][Question Description = S1\_MSH\_881\_PhD\_Q023]

1. Kicker Light [Option ID = 171343]
2. Key light [Option ID = 171344]
3. Fill light [Option ID = 171345]
4. Back light [Option ID = 171346]

24) Who was the first Indian to get the prestigious Pulitzer Award?[Question ID = 24914][Question Description = S1\_MSH\_881\_PhD\_Q024]

1. Arundhati Roy [Option ID = 171347]
2. Gobind Bihari Lal [Option ID = 171348]
3. MJ Akbar [Option ID = 171349]
4. RK Laxman [Option ID = 171350]

25) The human perception of sound Intensity is \_\_\_\_\_.[Question ID = 24915][Question Description = S1\_MSH\_881\_PhD\_Q025]

1. Loudness [Option ID = 171351]
2. Noise [Option ID = 171352]
3. Frequency [Option ID = 171353]
4. Vibration [Option ID = 171354]

26) Which of these is a folk form of the state of Karnataka? [Question ID = 24916][Question Description = S1\_MSH\_881\_PhD\_Q026]

1. Yakshagana [Option ID = 171355]
2. Bharatanatyam [Option ID = 171356]
3. Kathak [Option ID = 171357]
4. Kuchipudi [Option ID = 171358]

27) Which is the brightest light on the scene?[Question ID = 24917][Question Description = S1\_MSH\_881\_PhD\_Q027]

1. Key light [Option ID = 171359]
2. Warm light [Option ID = 171360]
3. Crane light [Option ID = 171361]
4. Trolley light [Option ID = 171362]

28) Who directed the film 'Birth of a Nation'?

[Question ID = 24918][Question Description = S1\_MSH\_881\_PhD\_Q028]

1. Fellini  
[Option ID = 171363]
2. Cappolo  
[Option ID = 171364]
3. Griffith  
[Option ID = 171365]
4. Spielberg  
[Option ID = 171366]

29) \_\_\_\_\_ is also known as the width to height proportions of TV screen.[Question ID = 24919][Question Description = S1\_MSH\_881\_PhD\_Q029]

1. Pixel Ration [Option ID = 171367]
2. Resolution Ration [Option ID = 171368]
3. Aspect Ratio [Option ID = 171369]

4. Brightness Ratio [Option ID = 171370]

**30) \_\_\_\_\_ Theory of media effects was given by Joseph Kalpper.[Question ID = 24920][Question Description = S1\_MSH\_881\_PhD\_Q030]**

1. Multiple effect [Option ID = 171371]
2. Two Step flow [Option ID = 171372]
3. Cultivation effect [Option ID = 171373]
4. Limited effect [Option ID = 171374]

**31) Who is the father of animation?[Question ID = 24921][Question Description = S1\_MSH\_881\_PhD\_Q031]**

1. Charles Babbage [Option ID = 171375]
2. Winsor McCay [Option ID = 171376]
3. Featherstone [Option ID = 171377]
4. Robert Flattery [Option ID = 171378]

**32) The term ‘Crawl’ is associated with \_\_\_\_\_.[Question ID = 24922][Question Description = S1\_MSH\_881\_PhD\_Q032]**

1. Film Production [Option ID = 171379]
2. Radio Journalism [Option ID = 171380]
3. TV journalism [Option ID = 171381]
4. Print journalism [Option ID = 171382]

**33) A digital signature is \_\_\_\_\_.[Question ID = 24923][Question Description = S1\_MSH\_881\_PhD\_Q033]**

1. Scanned information. [Option ID = 171383]
2. Non Encrypting information [Option ID = 171384]
3. Encrypting information [Option ID = 171385]
4. Digital information. [Option ID = 171386]

**34) What type of microphone is needed in a live musical show for a singer?**

**[Question ID = 24924][Question Description = S1\_MSH\_881\_PhD\_Q034]**

1. Hydraulic  
[Option ID = 171387]
2. Power  
[Option ID = 171388]
3. Dynamic  
[Option ID = 171389]
4. Corded Condensor  
[Option ID = 171390]

**35) In which film Playback singing was started for the first time?**

**[Question ID = 24925][Question Description = S1\_MSH\_881\_PhD\_Q035]**

1. Jhanak Jhanak Payal Baje  
[Option ID = 171391]
2. Pyaasa  
[Option ID = 171392]
3. Alam Ara  
[Option ID = 171393]
4. Jawani Ki Hawa  
[Option ID = 171394]

**36) According to Wilbur Schramm which is a value free asset?[Question ID = 24926][Question Description = S1\_MSH\_881\_PhD\_Q036]**

1. Message [Option ID = 171395]
2. Medium [Option ID = 171396]
3. Technology [Option ID = 171397]
4. Noise [Option ID = 171398]

**37) \_\_\_\_\_ will help how and when the lights will change during a production?**

**[Question ID = 24927][Question Description = S1\_MSH\_881\_PhD\_Q037]**

1. Cue sheet  
[Option ID = 171399]
2. Continuity Sheet  
[Option ID = 171400]
3. Production sheet  
[Option ID = 171401]
4. Optic sheet

[Option ID = 171402]

**38) Who authored the book ‘Manufacturing Consent: The Political Economy of the Mass Media’?**[Question ID = 24928]  
[Question Description = S1\_MSH\_881\_PhD\_Q038]

1. Noam Chomsky [Option ID = 171403]
2. McCarthy [Option ID = 171404]
3. Paul Newman [Option ID = 171405]
4. Rupert Murdoch [Option ID = 171406]

**39) \_\_\_\_\_ was a school of Social theory and critical philosophy associated with the Institute of Social Research.**  
[Question ID = 24929][Question Description = S1\_MSH\_881\_PhD\_Q039]

1. Russian School [Option ID = 171407]
2. American School [Option ID = 171408]
3. German School [Option ID = 171409]
4. Frankfurt School [Option ID = 171410]

**40) Photographic effects are also called as \_\_\_\_\_. [Question ID = 24930][Question Description = S1\_MSH\_881\_PhD\_Q040]**

1. Special effects [Option ID = 171411]
2. Graphic effects [Option ID = 171412]
3. Optical effects [Option ID = 171413]
4. Neo lights effects [Option ID = 171414]

**41) What is GIF?**[Question ID = 24931][Question Description = S1\_MSH\_881\_PhD\_Q041]

1. Graphic inter format [Option ID = 171415]
2. Graphic intra format [Option ID = 171416]
3. Graphic intro change format. [Option ID = 171417]
4. Graphics interchange format [Option ID = 171418]

**42) Harlow Gale is associated with \_\_\_\_\_. [Question ID = 24932][Question Description = S1\_MSH\_881\_PhD\_Q042]**

1. Psychology of Advertising [Option ID = 171419]
2. News Reporting [Option ID = 171420]
3. Propaganda and Public Relations [Option ID = 171421]
4. TV Journalism [Option ID = 171422]

**43) Claiming one’s product is the ‘best in the world’ is an example of \_\_\_\_\_. [Question ID = 24933][Question Description = S1\_MSH\_881\_PhD\_Q043]**

1. Puffery [Option ID = 171423]
2. Propaganda [Option ID = 171424]
3. Push theory [Option ID = 171425]
4. Spin Doctrine [Option ID = 171426]

**44) Which is the First Communication satellite in India?**[Question ID = 24934][Question Description = S1\_MSH\_881\_PhD\_Q044]

1. Sputnik [Option ID = 171427]
2. Apollo-1 [Option ID = 171428]
3. APPLE [Option ID = 171429]
4. Tel Star [Option ID = 171430]

**45) Posting deliberately obnoxious or proactive messages in online discussion groups is known as \_\_\_\_\_. [Question ID = 24935][Question Description = S1\_MSH\_881\_PhD\_Q045]**

1. Stalking [Option ID = 171431]
2. Trolling [Option ID = 171432]
3. Hacking [Option ID = 171433]
4. Spoofing [Option ID = 171434]

**46) Which of the following online advertising methods through which advertisers attempt to drive traffic to Internet Sites are \_\_\_\_\_. [Question ID = 24936][Question Description = S1\_MSH\_881\_PhD\_Q046]**

1. SEM [Option ID = 171435]
2. Banner [Option ID = 171436]
3. SEO [Option ID = 171437]
4. CPC [Option ID = 171438]

**47) One of the following was associated with Frankfurt School?**

[Question ID = 24937][Question Description = S1\_MSH\_881\_PhD\_Q047]

1. Kazaa  
[Option ID = 171439]
2. Radway  
[Option ID = 171440]
3. Bennett

[Option ID = 171441]

4. Max Horkheimer

[Option ID = 171442]

**48) In photography the total amount of light that is captured is \_\_\_\_\_.[Question ID = 24938][Question Description = S1\_MSH\_881\_PhD\_Q048]**

1. Aperture [Option ID = 171443]
2. Focus [Option ID = 171444]
3. Exposure [Option ID = 171445]
4. Shutter Speed [Option ID = 171446]

**49) Who was generally considered as the founder of modern newspaper chain?[Question ID = 24939][Question Description = S1\_MSH\_881\_PhD\_Q049]**

1. Joseph Pulitzer [Option ID = 171447]
2. Edward Scripps [Option ID = 171448]
3. Hickey [Option ID = 171449]
4. James Buckingham [Option ID = 171450]

**50) Which of the following file systems applies gossip protocols?[Question ID = 24940][Question Description = S1\_MSH\_881\_PhD\_Q050]**

1. CODA [Option ID = 171451]
2. Ficus [Option ID = 171452]
3. Rover [Option ID = 171453]
4. Java [Option ID = 171454]

**51) A sampling frame is \_\_\_\_\_.**

**[Question ID = 24941][Question Description = S1\_MSH\_881\_PhD\_Q051]**

1. Random sample  
[Option ID = 171455]
2. A list of all the units in the population from which a sample will be selected  
[Option ID = 171456]
3. Selected and identified units of the sample  
[Option ID = 171457]
4. Total population  
[Option ID = 171458]

**52) If coders differed in their interpretations of the categories in the schedule this would be \_\_\_\_\_.[Question ID = 24942][Question Description = S1\_MSH\_881\_PhD\_Q052]**

1. Inter coder reliability [Option ID = 171459]
2. Construct reliability [Option ID = 171460]
3. Intra-interviewer generalization [Option ID = 171461]
4. Internal generalization [Option ID = 171462]

**53) Clustering techniques can be classified into as \_\_\_\_\_.[Question ID = 24943][Question Description = S1\_MSH\_881\_PhD\_Q053]**

1. Group clustering techniques and non-group clustering techniques [Option ID = 171463]
2. Directional clustering techniques and non-directional clustering techniques [Option ID = 171464]
3. Hierarchical clustering techniques and non-hierarchical clustering techniques [Option ID = 171465]
4. Joint clustering techniques and non-joint clustering techniques [Option ID = 171466]

**54) Which among these is not a Non-probability sampling plans\_\_\_\_\_.[Question ID = 24944][Question Description = S1\_MSH\_881\_PhD\_Q054]**

1. Judgment sampling [Option ID = 171467]
2. Quota sampling [Option ID = 171468]
3. Snowball sampling [Option ID = 171469]
4. Group sampling [Option ID = 171470]

**55) Frequency polygon is a line diagram connecting the \_\_\_\_\_ of the histogram of a given problem.[Question ID = 24945][Question Description = S1\_MSH\_881\_PhD\_Q055]**

1. right side at the top of different vertical strips [Option ID = 171471]
2. left side at the top of different vertical strips [Option ID = 171472]
3. mid-points at the top of different vertical strips [Option ID = 171473]
4. mid-points at the side of different vertical strips [Option ID = 171474]

**56) Quartile deviation is the half of the difference between the \_\_\_\_\_.[Question ID = 24946][Question Description = S1\_MSH\_881\_PhD\_Q056]**

1. second quartile and the first quartile [Option ID = 171475]
2. third quartile and the first quartile [Option ID = 171476]
3. second quartile and the third quartile [Option ID = 171477]
4. third quartile and the fourth quartile [Option ID = 171478]

57) The summated scale was proposed by \_\_\_\_\_.[Question ID = 24947][Question Description =

S1\_MSH\_881\_PhD\_Q057]

1. Guttman [Option ID = 171479]
2. Rensis Likert [Option ID = 171480]
3. Karl Pearson [Option ID = 171481]
4. Bowley [Option ID = 171482]

58) Which of the following is not a component of sampling error?[Question ID = 24948][Question Description =

S1\_MSH\_881\_PhD\_Q058]

1. Frame error [Option ID = 171483]
2. Chance error [Option ID = 171484]
3. Probability error [Option ID = 171485]
4. Response error [Option ID = 171486]

59) The Kruskal-Wallis test or H test is used to test[Question ID = 24949][Question Description = S1\_MSH\_881\_PhD\_Q059]

1. Null Hypothesis [Option ID = 171487]
2. Void Hypothesis [Option ID = 171488]
3. Simple Hypothesis [Option ID = 171489]
4. Composite Hypothesis [Option ID = 171490]

60) Which among the following is not a type of research?[Question ID = 24950][Question Description =

S1\_MSH\_881\_PhD\_Q060]

1. Longitudinal research [Option ID = 171491]
2. Descriptive research [Option ID = 171492]
3. Simulation research [Option ID = 171493]
4. Extensive research [Option ID = 171494]

61) In which sampling technique the ultimate size of the sample is not fixed?[Question ID = 24951][Question Description =

S1\_MSH\_881\_PhD\_Q061]

1. Sequential sampling [Option ID = 171495]
2. Cluster sampling [Option ID = 171496]
3. Stratified random sampling [Option ID = 171497]
4. Probability sampling [Option ID = 171498]

62) One of the methods of logical reasoning process is known as \_\_\_\_\_.[Question ID = 24952][Question Description = S1\_MSH\_881\_PhD\_Q062]

1. Induction [Option ID = 171499]
2. Deduction [Option ID = 171500]
3. Research [Option ID = 171501]
4. Experiment [Option ID = 171502]

63) Which of these is an essential criterion of scientific study? [Question ID = 24953][Question Description =

S1\_MSH\_881\_PhD\_Q063]

1. Objectivity [Option ID = 171503]
2. Belief [Option ID = 171504]
3. Value [Option ID = 171505]
4. Subjectivity [Option ID = 171506]

64) A \_\_\_\_\_ is an abstraction formed by generalization from particulars.

[Question ID = 24954][Question Description = S1\_MSH\_881\_PhD\_Q064]

1. Hypothesis  
[Option ID = 171507]
2. Concept  
[Option ID = 171508]
3. Variable  
[Option ID = 171509]
4. Facts  
[Option ID = 171510]

65) The first variable is a \_\_\_\_\_ variable.

[Question ID = 24955][Question Description = S1\_MSH\_881\_PhD\_Q065]

1. Independent  
[Option ID = 171511]
2. Abstract  
[Option ID = 171512]
3. Dependent  
[Option ID = 171513]
4. Separate

66) \_\_\_\_\_ from theory leads to Hypothesis.[Question ID = 24956][Question Description = S1\_MSH\_881\_PhD\_Q066]

1. Deduction [Option ID = 171515]
2. Induction [Option ID = 171516]
3. Logical deduction [Option ID = 171517]
4. Observation [Option ID = 171518]

67) Interview with a detailed standardize schedule is known as \_\_\_\_\_.[Question ID = 24957][Question Description = S1\_MSH\_881\_PhD\_Q067]

1. Group Interview [Option ID = 171519]
2. Direct Interview [Option ID = 171520]
3. Direct Interview [Option ID = 171521]
4. Structural Interview [Option ID = 171522]

68) Empirically verifiable observation is a \_\_\_\_\_.[Question ID = 24958][Question Description = S1\_MSH\_881\_PhD\_Q068]

1. Theory [Option ID = 171523]
2. Value [Option ID = 171524]
3. Statement [Option ID = 171525]
4. Fact [Option ID = 171526]

69) Sample value is called as \_\_\_\_\_.[Question ID = 24959][Question Description = S1\_MSH\_881\_PhD\_Q069]

1. Variable [Option ID = 171527]
2. Core value [Option ID = 171528]
3. Statistic [Option ID = 171529]
4. Parameter [Option ID = 171530]

70) What is the major attribute of Correlation analysis?[Question ID = 24960][Question Description = S1\_MSH\_881\_PhD\_Q070]

1. Association among variables [Option ID = 171531]
2. Difference among variables [Option ID = 171532]
3. Regression among variables [Option ID = 171533]
4. Variations among variables [Option ID = 171534]

71) Which of these claims true initial assumptions?[Question ID = 24961][Question Description = S1\_MSH\_881\_PhD\_Q071]

1. Null Hypothesis [Option ID = 171535]
2. Hypothesis [Option ID = 171536]
3. Research problem [Option ID = 171537]
4. Research design [Option ID = 171538]

72) Any group of individuals who are linked in some way or who have experienced the same significant life event within a given period is called as \_\_\_\_\_.[Question ID = 24962][Question Description = S1\_MSH\_881\_PhD\_Q072]

1. A cohort [Option ID = 171539]
2. A group [Option ID = 171540]
3. Sample [Option ID = 171541]
4. Variable [Option ID = 171542]

73) Any systematic procedure devised to examine the content of recorded information is known as \_\_\_\_\_.[Question ID = 24963][Question Description = S1\_MSH\_881\_PhD\_Q073]

1. Case study [Option ID = 171543]
2. Focus group [Option ID = 171544]
3. Field study [Option ID = 171545]
4. Content analysis [Option ID = 171546]

74) Which variable can have only one category or value for, example Taxi or Tree it is known as \_\_\_\_\_.[Question ID = 24964][Question Description = S1\_MSH\_881\_PhD\_Q074]

1. Permanent variable [Option ID = 171547]
2. Temporary variable [Option ID = 171548]
3. Construct variable [Option ID = 171549]
4. Constant variable [Option ID = 171550]

75) \_\_\_\_\_ is a statistical procedure in quantitative research that can be applied to any variable that is measured on any one of the four measurement scales.

[Question ID = 24965][Question Description = S1\_MSH\_881\_PhD\_Q075]

1. Graphical distribution  
[Option ID = 171551]
2. Equivalent distribution  
[Option ID = 171552]
3. Frequency distribution



[Option ID = 171553]

4. Cumulative distribution

[Option ID = 171554]

**76) In \_\_\_\_\_ study of population researcher will visit a number of times at regular intervals usually over a long period, to collect the required information.**[Question ID = 24966][Question Description = S1\_MSH\_881\_PhD\_Q076]

1. Phenomenological [Option ID = 171555]
2. Latitudinal [Option ID = 171556]
3. Observation [Option ID = 171557]
4. Longitudinal [Option ID = 171558]

**77) The qualitative paradigm concentrate on investigating in \_\_\_\_\_.**

**[Question ID = 24967][Question Description = S1\_MSH\_881\_PhD\_Q077]**

1. Subjective  
[Option ID = 171559]
2. Objective  
[Option ID = 171560]
3. Both Subjective and Objective  
[Option ID = 171561]
4. Ethnography  
[Option ID = 171562]

**78) Uniting various qualitative methods with quantitative methods can be called as \_\_\_\_\_. [Question ID = 24968]**  
**[Question Description = S1\_MSH\_881\_PhD\_Q078]**

1. Impassive [Option ID = 171563]
2. Coalesce [Option ID = 171564]
3. Bipartite [Option ID = 171565]
4. Triangulation [Option ID = 171566]

**79) Mean, Median and Mode are \_\_\_\_\_.**

**[Question ID = 24969][Question Description = S1\_MSH\_881\_PhD\_Q079]**

1. Measures of deviation  
[Option ID = 171567]
2. Ways of sampling tools  
[Option ID = 171568]
3. Measures of control tendency  
[Option ID = 171569]
4. Measures of center in a numerical data set  
[Option ID = 171570]

**80) In a group interview there are \_\_\_\_\_.**

**[Question ID = 24970][Question Description = S1\_MSH\_881\_PhD\_Q080]**

1. One interviewer and more than one interviewee  
[Option ID = 171571]
2. One interviewer and one interviewee.  
[Option ID = 171572]
3. More than one interviewer and one interviewee  
[Option ID = 171573]
4. More than one interviewer and more than one interviewee  
[Option ID = 171574]

**81) To identify multiple relationships between sets of variables simultaneously we can use \_\_\_\_\_. [Question ID = 24971][Question Description = S1\_MSH\_881\_PhD\_Q081]**

1. Correlation analysis [Option ID = 171575]
2. Structural equation modelling [Option ID = 171576]
3. Canonical correlation [Option ID = 171577]
4. Regression analysis [Option ID = 171578]

**82) Hypothesis is \_\_\_\_\_.**

**[Question ID = 24972][Question Description = S1\_MSH\_881\_PhD\_Q082]**

1. An explanation for a phenomenon which can be tested in some way which ideally either proves or disproves the hypothesis  
[Option ID = 171579]
2. Phenomenon which has to be observed

[Option ID = 171580]

3. A type of variable

[Option ID = 171581]

4. A type of sample

[Option ID = 171582]

**83) Which research is the problem oriented to solve a specific problem that requires a decision?**[Question ID = 24973]

**[Question Description = S1\_MSH\_881\_PhD\_Q083]**

1. Fundamental research [Option ID = 171583]
2. Applied research [Option ID = 171584]
3. Exploratory research [Option ID = 171585]
4. Applied research [Option ID = 171586]

**84) Research methodology is a scientific approach to solve \_\_\_\_\_.**

**[Question ID = 24974][Question Description = S1\_MSH\_881\_PhD\_Q084]**

1. Research methods  
[Option ID = 171587]
2. Research problem  
[Option ID = 171588]
3. Research operations  
[Option ID = 171589]
4. Research education  
[Option ID = 171590]

**85) Which one is the objective of research problem?**

**[Question ID = 24975][Question Description = S1\_MSH\_881\_PhD\_Q085]**

1. Must be highly focused and feasible  
[Option ID = 171591]
2. Address the less immediate project outcomes  
[Option ID = 171592]
3. Not presented consciously and briefly  
[Option ID = 171593]
4. Very generalised  
[Option ID = 171594]

**86) On what basis did Jean Piaget give his theory of cognitive development of humans?**[Question ID = 24976][Question Description = S1\_MSH\_881\_PhD\_Q086]

1. Evaluation research [Option ID = 171595]
2. Applied research [Option ID = 171596]
3. Action research [Option ID = 171597]
4. Fundamental research [Option ID = 171598]

**87) Which of the following is not a characteristic of research**[Question ID = 24977][Question Description = S1\_MSH\_881\_PhD\_Q087]

1. Systematic [Option ID = 171599]
2. Perspective [Option ID = 171600]
3. Objective [Option ID = 171601]
4. Logical [Option ID = 171602]

**88) Review of literature helps to identify \_\_\_\_\_.**[Question ID = 24978][Question Description = S1\_MSH\_881\_PhD\_Q088]

1. Estimation of budget of literature [Option ID = 171603]
2. Location of research [Option ID = 171604]
3. Gaps in the literature [Option ID = 171605]
4. Plagiarism in the literature [Option ID = 171606]

**89) Research problems can be stated in the form of \_\_\_\_\_.**[Question ID = 24979][Question Description = S1\_MSH\_881\_PhD\_Q089]

1. Only questions [Option ID = 171607]
2. Only statements [Option ID = 171608]
3. Neither questions nor statements [Option ID = 171609]
4. Either questions or statements [Option ID = 171610]

**90) Research design is \_\_\_\_\_.**

**[Question ID = 24980][Question Description = S1\_MSH\_881\_PhD\_Q090]**

1. Planning of budget  
[Option ID = 171611]

2. Planning and design of writing report

[Option ID = 171612]

3. Process in a sequential step by step

[Option ID = 171613]

4. Planning of statistical tools

[Option ID = 171614]

91) \_\_\_\_\_ survey is an example of total population in India.

[Question ID = 24981][Question Description = S1\_MSH\_881\_PhD\_Q091]

1. Stratified

[Option ID = 171615]

2. Cluster

[Option ID = 171616]

3. Census

[Option ID = 171617]

4. Random

[Option ID = 171618]

92) In order to pursue the research, which of the following is priorly required?[Question ID = 24982][Question Description = S1\_MSH\_881\_PhD\_Q092]

1. Developing a research design [Option ID = 171619]

2. Deciding about the data analysis procedure [Option ID = 171620]

3. Formulating a research hypothesis [Option ID = 171621]

4. Formulating a research question [Option ID = 171622]

93) Which of the following is not the method of research?[Question ID = 35168][Question Description = S1\_MSH\_881\_PhD\_Q093]

1. Survey [Option ID = 171623]

2. Historical [Option ID = 171624]

3. Observation [Option ID = 171625]

4. Philosophical [Option ID = 171626]

94) What is the name of the conceptual frame work in which the research is carried out?[Question ID = 35169][Question Description = S1\_MSH\_881\_PhD\_Q094]

1. Research hypothesis [Option ID = 171627]

2. Synopsis of research [Option ID = 171628]

3. Research paradigm [Option ID = 171629]

4. Research design [Option ID = 171630]

95) \_\_\_\_\_ is the list of books publication, periodicals, journals, reports, etc. which are used by the researcher in connection with the study?

[Question ID = 35170][Question Description = S1\_MSH\_881\_PhD\_Q095]

1. Impact Factor

[Option ID = 171631]

2. Citation

[Option ID = 171632]

3. Index factor

[Option ID = 171633]

4. Bibliography

[Option ID = 171634]

96) Which of the following is not a plagiarism software?[Question ID = 35171][Question Description = S1\_MSH\_881\_PhD\_Q096]

1. Urkund [Option ID = 171635]

2. Turnitin [Option ID = 171636]

3. SPSS [Option ID = 171637]

4. Dupli checker [Option ID = 171638]

97) \_\_\_\_\_ is a technique which measures the strength of association between two variables.

[Question ID = 35172][Question Description = S1\_MSH\_881\_PhD\_Q097]

1. Linear regression

[Option ID = 171639]

2. Multivariate analysis

[Option ID = 171640]

3. Correlation

[Option ID = 171641]

4. Chi square

[Option ID = 171642]

**98) \_\_\_\_\_ Research is the analysis of pre-existing data or records.[Question ID = 35173][Question Description = S1\_MSH\_881\_PhD\_Q098]**

1. Exploratory [Option ID = 171643]

2. Philosophical [Option ID = 171644]

3. Phenomenological [Option ID = 171645]

4. Archival [Option ID = 171646]

**99) Which of the following is not a data collection method?[Question ID = 35174][Question Description = S1\_MSH\_881\_PhD\_Q099]**

1. Research questions [Option ID = 171647]

2. Unstructured interviewing [Option ID = 171648]

3. Postal survey questionnaires [Option ID = 171649]

4. Participant Observation [Option ID = 171650]

**100) \_\_\_\_\_ are necessary only in those rare cases when the report will use a number of terms that are not familiar to the reader.[Question ID = 35175][Question Description = S1\_MSH\_881\_PhD\_Q100]**

1. References [Option ID = 171651]

2. Bibliometrics [Option ID = 171652]

3. Glossaries [Option ID = 171653]

4. Citation [Option ID = 171654]

