

END TERM EXAMINATION

FIFTH SEMESTER [BJMC] DECEMBER - 2012

Paper Code: BJMC 305

Subject: Media Research

Time : 3 Hours

Maximum Marks :75

Note: Attempt all questions. Internal choice indicated.

Q1. Write short notes on any five of the following:

(3x5=15)

- (a) Hypothesis
- (b) Polytomous variable
- (c) Mailed questionnaire
- (d) Reliability and validity
- (e) Standard Deviation
- (f) Participatory observation
- (g) Experimental Design
- (h) Schedule and questionnaire

Q2. What is media Research? Discuss the nature and major steps of media research. (15)

Or

What is meant by research design? Discuss briefly the various types of research design.

Q3. Distinguish between primary and secondary sources of data collection and also discuss their relative significance. (15)

Or

What do you understand by content analysis? Discuss the significance of content analysis in media research. (15)

Q4. Define survey. Discuss the different types of survey. (15)

Or

Differentiate between IRS, NRS and Readership survey.

Q5. What is mean deviation? Discuss its merits and demerits. (15)

Or

What are the essentials to be kept in mind while preparing the research report?

Methodology
result