

(Please write your Exam Roll No.)

Exam Roll No. 07621402411

# END TERM EXAMINATION

FIFTH SEMESTER [BJMC] DECEMBER 2013

Paper Code: BJMC-305

Subject: Media Research

Time: 3 Hours

Maximum Marks: 75

**Note: Attempt any five questions, including Q.no.1 is compulsory. Internal choice is indicated. All question carry equal marks.**

Q1. Write short notes on any five of the following

- a) Non Probability Sample
- b) Interview method of data collection
- c) Content Analysis
- d) Opinion Poll
- e) Processing of data
- f) Schedule and questionnaire
- g) Hypothesis
- h) Experimental Design

Q2. What do you mean by research design? Illustrate various type of research design.

OR

- a) Describe how hypotheses are constructed and tested.
- b) What is sampling? Describe different types of samples.

OR

What is Media Research? Discuss the nature and major steps of media research.

Q3. List out the differences between Questionnaire and schedule. Also elaborate the chances of researcher biasness in case of questionnaire framing and respondent biasness in case of schedule.

OR

Explain any two of the following:

- a) Primary data
- b) Case Study
- c) Observation method of data collection

OR

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

Q4. Describe the survey method of research, and explain what constitutes a good questionnaire.

OR

- a) Do you think TRP is a true representative of public opinion? Explain
- b) Explain various types of survey

Q5. Describe the components and style of research report writing. Also elaborate the relevance of Bibliography

OR

- a) Explain the use of statistics in communication research with suitable examples
- b) Explain measures of central tendencies in research analysis.

OR

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

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