

Roll No.

Total No. of Pages: 02

Total No. of Questions: 09

B.A (J&MC) (Sem. – 4)

COMMUNICATION RESEARCH AND METHODS

Subject Code: BAJMC-403-18

M Code: 77445

Date of Examination : 17-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Write short notes on:

- a) Primary Data
- b) Mass Communication Research
- c) Snowball Sample
- d) Bibliography
- e) Appendix
- f) IP
- g) Schedule
- h) Tabulation
- i) Off the record
- j) Acknowledgment

SECTION-B

2. Explain the importance of the theoretical perspective in research.
3. Use examples to elaborate on the steps involved in a survey.
4. Write about the sources of secondary data for carrying out research.
5. Define synopsis. What are the different parts of a synopsis?
6. How does a researcher carry out data analysis?

SECTION-C

7. What are the various ethical issues related to Mass Media research?
8. What is a case study? What are the sources of primary data for a case study?
9. Which are the various steps of conducting historical research? Give examples.

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