

Roll No.

Total No. of Pages: 01

Total No. of Questions: 08

M.A (J&MC) (Sem. – 3)
MEDIA RESEARCH METHODS

Subject Code: MAJMC302-18

M Code: 76738

Date of Examination : 16-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. Attempt any FIVE questions, selecting at least ONE question from each section. FIFTH question can be attempted from any section.
2. Each question carries TWELVE marks.

SECTION-A

1. What is research? What are the important elements of a research process?
2. Discuss the development and growth of research in the field of communication research.

SECTION-B

3. Differentiate between Qualitative and Quantitative research methods.
4. Discuss case study, content analysis and survey method along with the merits and demerits of each method.

SECTION-C

5. Define sampling. Discuss various sampling techniques for media research.
6. What is hypothesis? What are its characteristics and benefits?

SECTION-D

7. What is a synopsis? Mention in detail the necessary components of a well written synopsis for dissertation.
8. What do you mean by ethics? Discuss various ethical principles of research.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.