PRN:	Course Code:	MCAR 126

BA.JMC End Semester Examination Winter 2022

Communication Research

Backlog

Day and Date:Monday,12 Dec.2022 Max Marks: **100**

Time: 10:30 am to 1:30 pm Duration: **03** hrs.

			Marks	Bloom's Level	CO
Q.1		**Attempt the following**			
	a)	Define the meaning of research. State the different types of research.	08	1	1
	b)	What are the things does mass media researches investigate? Explain media research as a tool in the reporting for media.	08	1	1
		OR			
	b)	What are the ethics to be followed while doing academic research? Illustrate with suitable example	08	1	1
Q.2		**Attempt the following**			
	a)	What is research problem? Why is it necessary to formulate the problem?	08	1	2
	b)	What are the various types of research? Explain with example.	08	1	2
		OR			
	b)	Discuss the growth and development of mass media research.	08	1	2
Q.3		**Attempt any two from the following**			
	a)	Explain the designing of the research. As a media researcher, what are the stages do you have followed for your media research?	08	2	3
	b)	Explain the concept of sampling .State the different types of sampling	08	2	3
	c)	Define hypothesis. Examine the different types of hypothesis	08	2	3
Q.4		**Attempt any two from the following**			
	a)	What is questionnaire survey? Illustrate the process of questionnaire survey.	08	3	4
	b)	In media research, observation method is an important tool of data collection. Define.	08	3	4
	c)		08	3	4
Q.5		**Attempt any Two of the following**			
	a)	What is 'research proposal'? Write briefly on Contents of a research proposal	09	4	5
	b)	Compare the difference between methods for processing data in quantitative and qualitative research?	09	4	5
	c)	There is a considerable overlap in the methods of data collection between quantitative and qualitative research. Differentiate between them.	09	4	5
Q.6		**Attempt any Two of the following**			
	a)	What is bibliography? Explain well-established systems for writing a bibliography	09	5	6
	b)	Describe with reference of your research report-the basic of effective research report writing?	09	5	6
	c)	Examine the mechanics of writing research report.	09	5	6

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