# Sanjay Ghodawat University, Kolhapur

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

**2020-21**

EXM/P/09/00

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|---|---|---|
| **Year and Program:** | **School of Commerce and Management** | **Department:** |
| **Course Code: MCAR 126** | **Course Title: Communication Research** | **Semester : VI** |
| **Day and Date: Thursday,27.05.2021** | **End Semester Examination** | **Time:2 Hrs. Max Marks:50** |

**Instructions**: 1) All Questions are compulsory.

| | | | Marks | Bloom's Level | CO |
|---|---|---|---|---|---|
| **Q.1** | | **Answer/Solve the following (any Two)** | | | |
| | a) | List the objectives of Media Research | 8 | 1 | 2 |
| | b) | Summarize Basic and Applied Research | 8 | 2 | 1 |
| | c) | Identify Types of Research | 8 | 3 | 1 |
| **Q.2** | | **Answer/Solve the following (any two)** | | | |
| | a) | Explain the importance of research in Media | 8 | 2 | 3 |
| | b) | Classify Quantitative and Qualitative Research Methodology | 8 | 4 | 4 |
| | c) | Illustrate the term Sample design and its types | 8 | 2 | 4 |
| **Q.3** | | **Answer/Solve the following (any two)** | | | |
| | a) | List and write about the tools used for Data collection in Research | 9 | 1 | 5 |
| | b) | Elaborate the term Research Design. | 9 | 6 | 6 |
| | c) | Explain various steps involved in Data Analysis | 9 | 5 | 6 |

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