Sanjay Ghodawat University, Kolhapur

2020-21

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

EXM/P/09/00

Year and Program:	**School of Commerce and Management**	**Department:**
Course Code: MCAR 126	**Course Title: Communication Research**	**Semester : VI**
Day and Date:	**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)	Write about the steps included while conducting a research.	8	3	1
b)	Define any five characteristics of Research	8	2	1
c)	Identify Types of Research	8	3	2
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- Media research as a tool of reporting	8	4	3
Q.3	**Answer/Solve the following (any two)**			
a)	Define Data and what are the types of Data in Research	9	1	5
b)	Explain various steps involved in Data Analysis	9	5	5
c)	Elaborate the term Research Design	9	6	6

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