PRN:		Course Code :	MCAR 126

Third Year **BA.JMC** End Semester Examination Summer 2022-23

Communication Research

Day and Date: Tuesday, 13/06/2023 Max Marks: **100**

Time: 10.30am to 1.30pm Duration: **03** hrs.

		Marks	Bloom's Level	CO
Q.1	**Attempt the following**			
a)	Define the meaning of research, role and function	08	1	1
b)	State the different types of research.	08	1	1
	OR			
b)	What are the things does mass media researches investigate? Explain media research as a tool in the reporting for media.	08	1	1
Q.2	**Attempt the following**			
a)	What are the various types of research methodology? Explain with example	08	1	2
b)	Discuss the growth and development of mass media research.	08	1	2
	OR			
b)	Explain the media research process (Steps)	08	1	2
Q.3	**Attempt any two from the following**			
a)	Explain the meaning and needs for research design	08	2	3
b)	Explain the types of research design with examples	08	2	3
c)	Interpret the research objectives and hypothesis are necessary in research dissertation or Thesis	08	2	3
Q.4	**Attempt any two from the following**			
a)	Interpret the types of probability sampling method technique	08	3	4
b)	Explain any 4 data collection tool's	08	3	4
c)	Explain the Qualitative and Quantitative data collection methods	08	3	4
Q.5	**Attempt any Two of the following**			
a)	What is hypothesis? Explain various types of hypothesis.	09	4	5
b)	Writing a research proposal is an important step in media research. Simplify.	09	4	5
c)	What are the steps in data processing? Write how you applied these steps for your research work?	09	4	5
Q.6	**Attempt any Two of the following**			
a)	Write descriptive note on- qualitative and quantitative data analysis in the research	09	5	6
b)	Describe basic steps involved in research layout. Write answer with the reference of your research survey completed in your academic?	09	5	6
c)	What is bibliography? Explain well-established systems for writing a bibliography.	09	5	6

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