

END TERM EXAMINATION

SECOND SEMESTER (MA[MC]) JUNE-2024

Paper Code: MMC-102

Subject: Communication Research

Time: 3 Hours

Attempt all questions as directed. Internal choice is indicated. Maximum Marks: 60

Q1/ Attempt any four of the following questions.

(4x5=20)

- (a) Historical Research
- (b) Ethics in Research
- (c) Variables
- (d) Textual Analysis
- (e) Pilot Study
- (f) SPSS
- (g) Bibliography
- (h) Plagiarism

Q2/ Distinguish between Exploratory, Experimental and Applied Research with suitable examples. (10)

OR

Q3/ Write a detailed note on media ratings. Elaborate upon the various bodies engaged in evaluating media viewership and readership. (10)

Q4/ What is content analysis? Explain the importance and process of conducting content analysis. (10)

OR

Q5/ Elaborate probability and non-probability sampling techniques. (10)

Q6/ Write a detailed note on the various tools used for collecting quantitative data while elaborating the advantages and disadvantages of each. (10)

OR

Q7/ What do you understand by statistical tools? Elaborate its importance in research analysis. (10)

Q8/ Data visualization makes the data presentable and easy to understand. Comment upon the statement and enumerate the methods of data visualization. (10)

OR

Q9/ How has technology impacted media research? Support your answer with suitable examples. (10)

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