Roll No.							Total No. of Pages : 0	2
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Total No. of Questions: 08

M.A. (JAMC) (2018 Batch) (Sem.-3)

MEDIA RESEARCH METHODS

Subject Code : MAJMC302-18 M.Code : 76738

Time: 3 Hrs. Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

- 1. SECTION A, B, C & D contains TWO questions each.
- 2. Attempt any FIVE Questions in all, selecting atleast ONE question from each Section
- 3. Each question carries TWELVE marks.

SECTION-A

- Q1 Define Research. Give the importance and scope of research.
- Q2 Discuss various elements of a good research.

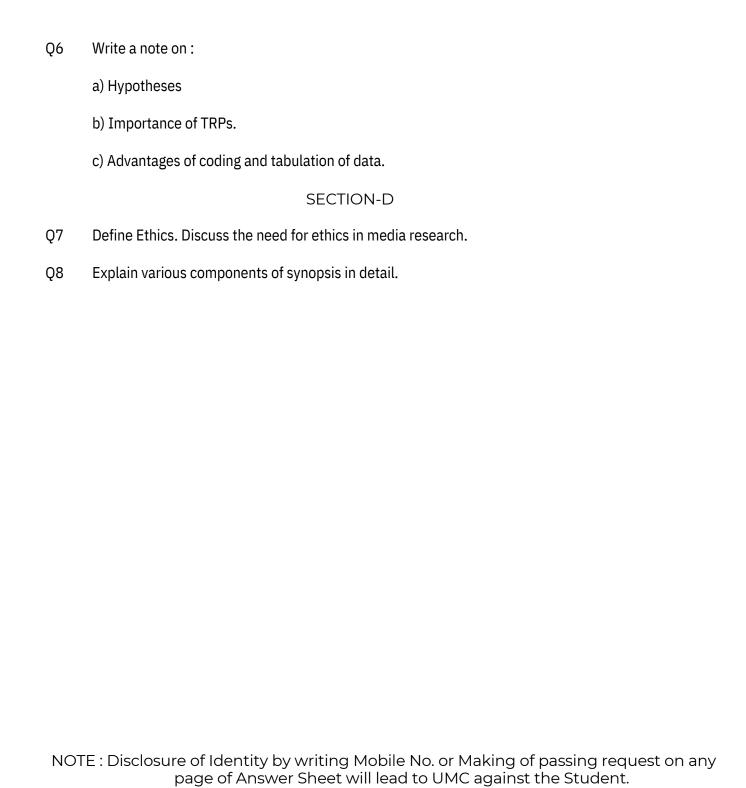
SECTION-B

- Q3 What are research Designs? Discuss various types of research designs.
- Q4 Write an elaborate note on:
 - a) Survey Method
 - b) Qualitative research methods
 - c) Content Analysis.

SECTION-C

Q5 Define sampling. Discuss various sampling methods.

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