

Roll No.

Total No. of Pages : 02

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.

Q6 Write a note on :

a) Hypotheses

b) Importance of TRPs.

c) Advantages of coding and tabulation of data.

#### SECTION-D

Q7 Define Ethics. Discuss the need for ethics in media research.

Q8 Explain various components of synopsis in detail.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.