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Total No. of Pages : 02

Total No. of Questions : 09

MMCMM (2015 Onwards) (Sem.-2)

COMMUNICATION RESEARCH

Subject Code : MMCMM-106

Paper ID : [72907]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Write briefly :

- a. Social research
- b. NRS
- c. IRS
- d. Fundamental research
- e. Panel studies
- f. Random sampling
- g. Chi-square test
- h. Feedback
- i. Medium
- j. Case-studies

SECTION-B

2. Highlight the importance of Pilot Studies.
3. What is the importance of operational definition?
4. What are benchmark studies?
5. What is the use of census in communication research?
6. Why are tables used in data presentation?

SECTION-C

7. Discuss the role and scope of communication research.
8. Highlight the problems in communication research.
9. Why is content analysis method used in communication research?