

Roll No.

Total No. of Pages : 01

Total No. of Questions : 10

M.Phil (JAMC) (Sem.-1)  
**COMMUNICATION RESEARCH**  
Subject Code : UC/MPHJMC-101-19  
M.Code : 77267

Time : 3 Hrs.

Max. Marks : 100

**INSTRUCTIONS TO CANDIDATES :**

1. There are FIVE Units : Units-I, II, III, IV & V.
2. Each Unit contains TWO Questions carrying TWENTY marks each.
3. Student has to attempt any ONE from each UNIT.

**UNIT-I**

1. Define research. What are its scope and significance? (5+15)
2. Discuss briefly the research process with special emphasis on choice of variables with regard to the research problem. (20)

**UNIT-II**

3. What is a hypothesis? Explain with suitable examples the different types of hypotheses used in research. (20)
4. Distinguish between probability and non-probability in sampling with examples. (20)

**UNIT-III**

5. What is correlation as a statistical measurement? What is its role in research? (20)
6. Why are index numbers used? What use do they have in communication research? (20)

**UNIT-IV**

7. What is a focus group? When are focus groups utilized in research? (5+15)
8. What are the merits and demerits of survey technique for research? (20)

**UNIT-V**

9. What do you understand by Media effects? Why is the study of media effects important? (20)
10. Explain the process of conducting readership surveys. What is their importance? (10+10)

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