

Roll No.

Total No. of Pages : 01

Total No. of Questions : 10

M.Phil (JAMC) (2018 Batch) (Sem.-1)

COMMUNICATION RESEARCH

Subject Code : MPHJMC-101

M.Code : 75619

Time : 3 Hrs.

Max. Marks : 100

INSTRUCTIONS TO CANDIDATES:

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

UNIT-I

1. What is the meaning, definition and scope of research?
2. Explain in brief different types and methods of research.

UNIT-II

3. How and why review of literature is done? How is it useful during data analysis, and presentation?
4. Explain sampling procedure with examples.

UNIT-III

5. What is the role of statistics in research?
6. What are Time Series Studies and highlight their importance.

UNIT-IV

7. What are the advantages and disadvantages of Focus Group study and case studies?
8. Enumerate the do's and don'ts of conducting a quantitative survey.

UNIT-V

9. What are different approaches to mass communication research?
10. What are the strengths and limitations of readerships surveys?

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.