

Roll No.

Total No. of Pages : 01

Total No. of Questions : 08

Ph.D in Faculty of (Journalism and Mass Communication)

RESEARCH METHODOLOGY

M.Code : 77395

Time : 3 Hrs.

Max. Marks : 100

INSTRUCTIONS TO CANDIDATES:

1. Attempt any FIVE questions out of EIGHT questions.
2. Each question carry TWENTY marks.

1. a) Explain the purpose and types of hypothesis.
b) Define research variables in detail.
2. Explain the types of research methods with suitable examples.
3. a) Define measures of central tendency with examples.
b) Define measures of dispersion.
4. Explain the theoretical perspectives in evolving research paradigms in media.
5. a) Define the concept of heightened selectivity.
b) Explain the theory of logical positivism.
6. Explain the techniques of writing a research report in detail.
7. a) Explain the new trends in Market & Communication Research (MCR).
b) Explain how mobile and social media is useful in research?
8. a) Elucidate the importance of references and bibliography in research.
b) Describe the use of internet in research.

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.