

**Sr. No. 7479****Exam.Code: 217802**  
**Subject Code : 5083****M.A. Journalism & Mass Communication - 2nd Semester**  
**(2519)****Paper: Paper-IV**  
**Communication Research-I****Time allowed: 3 hrs.****Max. Marks: 75**

Student must attempt five questions in total. Students must select at least one question from each section. The fifth question can be selected from any of the sections. Each question carries fifteen marks.

**Section A**

1. What is Research. Discuss the Scientific approach to Research.
2. Discuss the need and importance of Research in the field of communication.  
Which areas are covered under this?

**Section B**

3. Discuss the functions of the following
  - a) Research Problem.
  - b) Design of Research.
  - c) Variable.
4. With the help of a diagram discuss the design of Research.

**Section C**

5. What is a Survey. How is it conducted?
6. What are various methods of data collection. Discuss the application of the same in context of Media related Research.

**Section D**

7. In detail discuss the structure or format of various Bibliographic references.
8. "A Research Report is a vital part of the work done so far by the Researcher".  
Discuss the statement with the structure of the same.

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