

6. Differentiate between Probability and Non-probability Sampling with examples.
7. Discuss the Bibliography section, its format along with its purpose. Support the same with example.
8. Write notes on :
  - (a) Bibliography
  - (b) Appendices
  - (c) Footnotes.

**Exam. Code : 217802**  
**Subject Code : 5709**

**M.A. Journalism & Mass Communication 2<sup>nd</sup> Semester**  
**COMMUNICATION RESEARCH-I**  
**Paper-IV**

Time Allowed—2 Hours] [Maximum Marks—75

**Note :—**There are **Eight** questions of equal marks. Candidates are required to attempt any **Four** questions.

1. Define the following terms :—
  - (a) Mass Communication Research
  - (b) Applied research
  - (c) Media and effect analysis.
2. What is research ? Discuss its various types.
3. What is hypothesis ? Discuss its various types.
4. Discuss the various factors effecting selection of a Research problem with an example.
5. Discuss Interview, Questionnaire and Observation methods used for collecting data.