

Exam. Code : 217802
Subject Code : 5594

M.A. Journalism & Mass Communication 2nd Sem.
(Batch 2021-23)

COMMUNICATION RESEARCH-I

Paper-IV

Time Allowed—3 Hours] [Maximum Marks—75

Note :— Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The **fifth** question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. Discuss the meaning and characteristics of Research with reference to various definitions. How Pure Research is different from Applied Research ?
2. Discuss the following terms :-
 - (a) Source Analysis
 - (b) Audience Analysis
 - (c) Message Analysis

SECTION—B

3. What is a research problem ? What is the criterion of selecting a research problem ?
4. What is a synopsis ? Discuss its format of a synopsis with reference to an example.

SECTION—C

5. What is content analysis ? Differentiate between quantitative and qualitative content analysis with examples.
6. Discuss the following terms :-
 - (a) Variables
 - (b) Strata & Stratum
 - (c) Universe.

SECTION—D

7. What is a Research Report ? Discuss its various Elements & Parameters.
8. Prepare a questionnaire on any topic related to source analysis.