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No. of Printed Pages : 2

EMPM-402

**M. A. in Electronic Media Production
and Management (MA-EMPM)**

Term-End Examination

December, 2018

**EMPM-402 : COMMUNICATION RESEARCH
METHODS**

Time : 3 Hours

Maximum Marks : 60

Note : Attempt any *five* questions. All questions carry equal marks.

1. Define communication research and discuss its nature and scope. 12
2. Critically analyse various research approaches citing their relative strengths and limitations. 12
3. What is sampling ? Discuss various types of probability sampling techniques with examples. 12
4. What precautions will you take as a researcher while using survey method ? Explain with suitable examples. 12
5. Describe observation method and outline the steps involved in undertaking it. 12

(A-2) P. T. O.

6. For collecting qualitative data on urban cinema viewers, which method of data collection will you use ? Describe the process you would follow. 12
7. While writing a research report what factors will you keep in mind and why ? Substantiate your answer. 12
8. Write short notes on any *two* of the following : 6 each
 - (a) Proposal writing
 - (b) Hypothesis
 - (c) Applied research
 - (d) Citations