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MJF-402/MJM-022

**M. A. in Journalism and
Mass Communication (MAJMC-F2F)
Term-End Examination
December, 2018**

**MJF-402/MJM-022 : ADVANCED RESEARCH
METHODS/COMMUNICATION THEORIES AND
RESEARCH METHODOLOGY**

Time : 3 Hours

Maximum Marks : 60

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

1. Define Communication Research. Explain the characteristics of communication research.
2. Explain experimental research method with suitable examples.
3. What is Likert scale ? Develop a questionnaire comprising 10 questions using *five* point Likert scale to test the likes/dislikes of the audience towards online shopping sites.
4. Design research study to analyse the information needs of rural women from media.

(A-3) P. T. O.

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5. Make a research design to study the market potential of smartphone in the youth market in India.
6. Explain the characteristics, advantages and disadvantages of any *one* of the following :
 - (a) Content analysis
 - (b) Narrative analysis