

**M.A. IN ELECTRONIC MEDIA PRODUCTION  
AND MANAGEMENT (MA-EMPM)**

**Term-End Examination**

**June, 2019**

00523

**EMPM-402 : COMMUNICATION RESEARCH  
METHODS**

*Time : 3 hours*

*Maximum Marks : 60*

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

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1. Define Communication Research. Discuss its main characteristics and tenets. 12
2. Design a Content Analysis Study on a topic of your choice in two newspapers. Explain the process you would follow to undertake the study. 12
3. Describe case study method and explain how it is different from other research methods. 12
4. Define Sampling Techniques. Discuss various types of probability sampling techniques with suitable examples. 12

5. Discuss various stages of report writing with suitable examples. 12
6. To analyse the media utilisation patterns of rural women, which research method will you choose and why? Give reasons for your answer. 12
7. Differentiate between any **two** of the following : 6+6
- (a) Pure and Applied research
  - (b) Qualitative and Quantitative approach
  - (c) Formative and Summative evaluation
8. Write short notes on any **two** of the following : 6+6
- (a) Triangulation
  - (b) Ethnography
  - (c) Reliability and Validity
  - (d) Internet Research
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