

**M.A. IN JOURNALISM AND  
MASS COMMUNICATION (MAJMC-F2F)**

**Term-End Examination**

00523

**June, 2019**

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

*Time : 3 hours*

*Maximum Marks : 60*

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

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1. Explain the advantages and disadvantages of survey method with examples.
2. Design quantitative based empirical study by using close-ended questionnaire to analyze the ICT usage among senior citizens of a metro city of India.
3. Explain the merits and demerits of case study method. Cite suitable examples from communication research.

4. Explain ethnographic research with suitable examples.
  5. Enumerate the role of review literature in any media related research project.
  6. Write short notes on any *two* of the following :
    - (a) FGD
    - (b) API
    - (c) Likert Scale
    - (d) Spearman Rank Order Analysis
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