

00573

**Ph.D. IN JOURNALISM AND MASS
COMMUNICATION (PHDJMC)**

Term-End Examination

June, 2019

**RJM-101 : COMMUNICATION RESEARCH
METHODS**

Time : 3 hours

Maximum Marks : 100

Note : (i) Answer any five questions.

(ii) All question carry equal marks.

1. Explain in detail the deductive and inductive reasoning in research ? Give suitable examples. 20
2. Enumerate the quantitative content analysis techniques as used for research in television. 20
3. What are different types of sampling ? Answer with examples. 20
4. Enumerate the levels of measurement with suitable examples and indicate required statistical tests for each cases. 20
5. Design a questionnaire to measure the mobile phone adaptability among rural women. 20
6. What do you mean by research design ? What is its significance in research ? 20

7. Discuss **any one** of the following : 20
- (a) Reliability and Validity
 - (b) Positivism and interpretivism
8. Write short notes on **any two** of the following : 2x10=20
- (a) ANOVA
 - (b) Sampling Error
 - (c) Confidence Level
 - (d) Empirical Research
 - (e) Independent Variable
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