

No. of Printed Pages : 2

**MDCE-006**

**POST GRADUATE DIPLOMA IN  
DEVELOPMENT COMMUNICATION  
(PGDDC)**

**Term-End Examination**

**June, 2022**

**MDCE-006 : RESEARCH METHODS IN  
DEVELOPMENT COMMUNICATION**

*Time : 3 Hours*

*Maximum Marks : 100*

*(Weightage : 70%)*

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**Note :** (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

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1. What is a research problem ? What are the things to be kept in mind while defining and formulating a research problem ? 5+15=20
2. What is sampling ? Explain the types of probability sampling. 5+15=20

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3. What is the difference between primary and secondary data ? Explain the sources of secondary data. 10+10=20
4. What is an experimental research design ? Explain the process of carrying out an experiment. 5+15=20
5. What is 'thick description' ? Explain the steps involved in the process of observation. 5+15=20
6. Explain the stages of writing a research report. 20
7. Explain case study as a method of development research. What are the strengths and limitations of this method ? 20
8. Write short notes on any *two* of the following : 2×10=20
  - (a) Project implementation and project sustainability
  - (b) Concept of monitoring and evaluation
  - (c) Review of literature
  - (d) Non-probability sample

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