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MJM-031

**M. A. (JOURNALISM AND MASS
COMMUNICATION) (MAJMC)**

Term-End Examination

June, 2022

**MJM-031 : COMMUNICATION RESEARCH
METHODS**

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. Describe the different types of communication research based on Design and Stages. Give suitable examples. 20
2. What makes communication a complex process ? Explain the elements of communication research in view of its complexity. 5+15

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3. Describe the role of concepts, constructs and variables in research. Give *two* examples for each. 20
4. Describe the purposes and significance of the review of literature in communication research. 20
5. Explain any *four* types of primary data collection tools and give their merits and demerits within the communication research contexts. 5+5+5+5
6. Explain the applications of content analysis in communication research and explain its limitations as a research tool. 15+5
7. Explain pre-test and post-test based research study. Compare it with quasi-experimental design. 10+10
8. Discuss the steps involved in conducting a research study based on the case study method. Give suitable examples. 20