

No. of Printed Pages : 2

MDCE-006

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

**Term-End Examination
June, 2023**

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

Time : 3 Hours

Maximum Marks : 100

(Weightage : 70%)

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

(ii) All questions carry equal marks.

1. What is Research ? Explain its nature and characteristics. 5+15
2. Explain the types of interviews on the basis of structuring highlighting the advantages and disadvantages of each. 20
3. Design a questionnaire comprising of 10-12 questions to study the media habits of housewives. 20

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4. What is a case study ? Explain its types and features. 5+15
5. Explain the types of observation and the ethical issues involved in implementing this method. 20
6. Why do we formulate a hypothesis ? Explain the process of hypothesis testing. 5+15
7. What is the importance of research in development sector ? Distinguish between conventional and developmental research. 5+15
8. Write short notes on any *two* of the following : 2×10=20
 - (a) Survey method
 - (b) FGD (Focus Group Discussion)
 - (c) Cluster sampling
 - (d) Review of Literature

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