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MJM-031

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

Term-End Examination

June, 2023

**MJM-031 : COMMUNICATION
RESEARCH METHODS**

Time : 3 Hours

Maximum Marks : 100

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

1. Define research. Explain the major social forces responsible for the development of research in mass communication. 20
2. Define sampling. Describe various types of probability sampling techniques with suitable examples. 20
3. 'Review of literature serves to link the current research to a body of existing research on the subject.' Justify this statement. 20
4. Describe the characteristics of survey method. Outline the precautions you will take while using this method to study the use of social media among senior citizens in your area. 20

P. T. O.

5. Differentiate between any *two* of the following :
10×2=20
- (a) Qualitative and Quantitative approach
 - (b) Formative research and Summative research
 - (c) Questionnaire and Interview schedules
 - (d) Primary and Secondary data
6. Which tool of data collection will you choose for collecting qualitative data from a select group of film viewers ? Describe the process you will follow. 20
7. Identify a research topic of your choice. Explain how observation method can be used to study this topic. 20
8. “The role of moderator is crucial for the success of focus group discussion.” Comment. 20
9. Describe various components of a research report and explain their importance. 20
10. Write short notes on any *two* of the following :
10×2=20
- (a) Hypotheses
 - (b) Validity
 - (c) Sampling error
 - (d) Semiotic analysis
 - (e) Reliability