

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

Term-End Examination

00322

December, 2017

RJM-101 : COMMUNICATION RESEARCH METHODS

Time : 3 hours

Maximum Marks : 100

Note : *Attempt five questions in all. The paper has three sections. Section A is compulsory. Attempt any two questions from Section B and any two questions from Section C.*

SECTION A

1. Define the following terms : 10×2=20
- (a) Concepts
 - (b) Snowball Sampling
 - (c) Research Instrument
 - (d) Coding
 - (e) Null Hypothesis
 - (f) Variables
 - (g) Pilot Testing
 - (h) Multivariate Analysis
 - (i) Transcription
 - (j) Likert Scale

SECTION B

2. Write short notes on any **four** of the following : 4×5=20
- (a) Phenomenology
 - (b) Reliability and Validity
 - (c) Triangulation
 - (d) Constant Comparative Method
 - (e) Thick Description
 - (f) Cohort Analysis
3. Differentiate between any **two** of the following : 2×10=20
- (a) Formative and Summative Research
 - (b) Qualitative and Quantitative Approaches
 - (c) Primary and Secondary Data
4. Write a detailed note on any **one** of the following : 20
- (a) Sampling
 - (b) Review of Literature
 - (c) Experimental Method

SECTION C

5. Survey is one of the most common research methods but not always properly carried out. Explain. What care will you take while using this method for collecting data on radio listening patterns of rural women ? 20

 6. Which tool of data collection will you choose to obtain qualitative data from a group of urban film viewers ? Explain the research design in detail. 20

 7. "Case Study method differs from other research methods." Justify. Outline the various steps involved in using this method on a topic of your choice. 20

 8. "Ethnography focuses on understanding what people actually do rather than what they say they do." Discuss this statement with suitable examples. 20
-