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**RJM-101**

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

**Term-End Examination**

**December, 2021**

**RJM-101 : COMMUNICATION  
RESEARCH METHODS**

*Time : 3 Hours*

*Maximum Marks : 100*

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**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.

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**Section—A**

1. Define the following terms : 10×2=20
- (a) Research Objectives
- (b) Research Concepts

- (c) Intervening Variables
- (d) Unit of Analysis
- (e) Null Hypothesis
- (f) Pilot Testing
- (g) Likert Scale
- (h) Margin of Error
- (i) Randomization
- (j) Coding

**Section—B**

2. Write short notes on any **four** of the following :

4×5=20

- (a) Questionnaire
- (b) Factorial Studies
- (c) Resource Mapping
- (d) Cohort Analysis
- (e) Formative Research
- (f) Grounded Theory

**P. T. O.**

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3. Differentiate between any *two* of the following :

2×10=20

- (a) Pure and Applied Research
  - (b) Probability and Non-probability Sampling
  - (c) Feedback and Feed-Forward Study
4. Write detailed note on any *one* of the following : 20
- (a) Ethnography
  - (b) Action Research
  - (c) Longitudinal Case Study

### Section—C

5. What are Research Paradigms ? Why an understanding of research paradigms is important for communication researchers ? 20
6. Describe the main steps involved in carrying out either a quantitative or a qualitative content analysis study on a topic of your choice.

20

P. T. O.

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7. Discuss the process of Focus Group Discussion highlighting the role of moderator in its successful implementation. 20
8. “Case study method uses multiple sources of evidence to investigate a phenomenon within its real-life context.” Explain the special features of case study method in the light of this statement with suitable examples. 20

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