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MDCE-006

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

Term-End Examination

December, 2022

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

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

1. Explain the classification of research based on design and stage. 20
2. What are the objectives of review of literature and the steps of material collection and selection for literature review ? 20

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3. What is content analysis and what kind of research studies demand its use ? Explain the steps of qualitative content analysis. 20
4. Explain the process of case study method along with its strengths and limitations. 20
5. What are scales of measurement ? Explain the different kinds of scales. 5+15
6. Explain the concept, purpose and approaches of development research. 20
7. What is FGD ? Where is it used ? Explain the steps in conducting a FGD. 5+5+10
8. Write short notes on any *two* of the following :
10 each
 - (a) Methods of appraisal of existing situation
 - (b) Types of interviews
 - (c) Monitoring methods
 - (d) Probability sample

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