

No. of Printed Pages : 3

MJM-031

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

Term-End Examination

December, 2022

**MJM-031 : COMMUNICATION RESEARCH
METHODS**

Time : 3 Hours

Maximum Marks : 100

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

1. What are the basic tenets of scientific research ? Explain how these tenets are applicable in communication research. 20
2. "Review of literature is not a summary of available bibliographical material and citation of various sources at one place." Do you agree with this statement ? Justify your answer. 20

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3. Define sampling. Describe various types of non-probability sampling techniques with suitable examples. 20
4. Examine the strengths and limitations of survey method. 20
5. Explain the different types of the content analysis method. 20
6. Differentiate between any *two* of the following : 10 each
 - (a) Primary data and secondary data
 - (b) Closed and open-ended questions
 - (c) Pre-test and post-test techniques
 - (d) Internet and library research
7. “Case study method differs from other research methods.” Justify this statement and outline various steps involved in using this method on a topic of your choice. 20
8. Formulate an ethnographic research study to explore mobile usage among youth in urban slums. 20

[3]

9. Describe various components of a research report and explain their importance. 20
10. Write short notes on any *two* of the following : 10 each
- (a) Variables
 - (b) Operational Definitions
 - (c) Purposive Sampling
 - (d) Online Survey
 - (e) Cluster Sampling