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

Term-End Examination

December, 2023

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) Research questions

    (b) Multi-stage sampling

    (c) Pre-testing

    (d) Framing

    (e) Confounding variables

    (f) Coding

(g) Transcription

(h) Constructs

(i) Citations

(j) Multivariate analysis

Section—B

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

$$4 \times 5 = 20$$

(a) Phenomenology

(b) Triangulation

(c) Scales of measurement

(d) Baseline study

(e) Reliability and validity

(f) Semiotics

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

$$2 \times 10 = 20$$

(a) Experimental group and Control group

(b) Unstructured and Semi-structured interviews

(c) Trend studies and Panel studies

4. Write detailed note on any ***one*** of the following : 20

(a) Textual analysis

(b) Library research

(c) Ethics in research

Section—C

5. 'Survey is to people what content analysis is to documents.' Do you agree with the statement ? Justify your answer with suitable examples.   20

6. Select a topic of your choice and describe in detail how will your undertake a qualitative study using observation method. What care will you take as a researcher while undertaking this study to minimise bias ?   20

7. Which research method would you choose to obtain qualitative data from rural women on their health practices ? Explain the research design in detail.   20

8. 'Report writing is an essential part of research process.' Describe various components of a research report and explain their importance.   20