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MDCE-006

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

Term-End Examination

December, 2023

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

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : Answer any *five* of the following questions.

All questions carry equal marks.

1. Discuss the concept, importance and scope of development research in Indian context. 20
2. Identify probability and non-probability sampling methods used in communication research. 20
3. Describe various primary sources of data collection for quantitative research. Cite suitable examples. 20

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4. Design a questionnaire (use both closed and open ended questions of minimum 15 questions) to measure penetration of internet in the rural context. 20
5. What is the basic difference between quantitative and qualitative content analysis ? Explain with suitable examples. 20
6. Discuss interview as a tool of data collection used in development communication context. 20
7. Describe the characteristics of observation method and explain its suitability for development communication research. 20
8. Write the short notes on any *two* of the following : 2×10=20
 - (a) Importance of hypothesis
 - (b) Cluster sampling
 - (c) Objective of review of literature
 - (d) Scales of measurement

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