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**MDCE-006**

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

**Term-End Examination**

**June, 2024**

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

*Time : 3 Hours*

*Maximum Marks : 100*

*Weightage : 70%*

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

*All questions carry equal marks.*

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1. Describe the scope and purpose of development communication research in Indian context. 20
2. Discuss the need and importance of review of literature in Research. Explain its role in identifying research problem. 20
3. Describe the processes of experimental research, and explain the steps useful in designing an experiment for research. Give suitable examples. 20

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4. What do you mean by Survey ? Describe different types of surveys and their application in development communication research. 20
5. Describe the characteristics of content analysis. Explain its suitability for the communication research. 20
6. Discuss different Dimensions of case study as a research method. Cite suitable examples used development research. 20
7. Explain various procedures involved in Monitoring and Evaluation. 20
8. Write the short notes on any *two* of the following : 2×10=20
  - (a) Sources of secondary data
  - (b) Qualitative Research methods
  - (c) Focus Group discussion
  - (d) Scales of measurement