

Roll No. 

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Total No. of Pages : 02

Total No. of Questions : 09

**B.Sc.(MEFT) (Sem.-2)**  
**MASS MEDIA RESEARCH**  
Subject Code : BMEFT-108  
M.Code : 13510

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

**SECTION-A****1. Write briefly :**

- a) Feedback
- b) Hypothesis
- c) Analysis
- d) Research report
- e) Readership survey
- f) Geographic variable
- g) Evaluation
- h) Schedule
- i) Monitoring
- j) Mass Media

### SECTION-B

2. Enumerate different types of research.
3. What is sampling?
4. Explain 'Impact Analysis'.
5. List four different kinds of data.
6. Distinguish between a questionnaire and a schedule.

### SECTION-C

7. What are the elements of a standard research report? Highlight the significance of each element.
8. What are the dos and don'ts of conducting research interviews?
9. What are the different types of research and the limitations of each type?

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**