Roll No. ☐☐☐☐☐☐☐☐☐☐☐☐☐   Total No. of Pages : 01

Total No. of Questions : 10

M.Phil (JAMC)   (Sem.–1)
COMMUNICATION RESEARCH
Subject Code : UC/MPHJMC-101-19
M.Code : 77267

Time : 3 Hrs.   Max. Marks : 100

INSTRUCTIONS TO CANDIDATES :

1. **There are FIVE Units : Units-I, II, III, IV & V.**
2. **Each Unit contains TWO Questions carrying TWENTY marks each.**
3. **Student has to attempt any ONE from each UNIT.**

UNIT-I

1. Define research. What are its scope and significance?   (5+15)

2. Discuss briefly the research process with special emphasis on choice of variables with regard to the research problem.   (20)

UNIT-II

3. What is a hypothesis? Explain with suitable examples the different types of hypotheses used in research.   (20)

4. Distinguish between probability and non-probability in sampling with examples.   (20)

UNIT-III

5. What is correlation as a statistical measurement? What is its role in research?   (20)

6. Why are index numbers used? What use do they have in communication research?   (20)

UNIT-IV

7. What is a focus group? When are focus groups utilized in research?   (5+15)

8. What are the merits and demerits of survey technique for research?   (20)

UNIT-V

9. What do you understand by Media effects? Why is the study of media effects important? (20)

10. Explain the process of conducting readership surveys. What is their importance?   (10+10)

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.