

Roll No.

Total No. of Pages : 02

Total No. of Questions : 08

M.A (JAMC) (2018 Batch) (Sem.-3)

MEDIA RESEARCH METHODS

Subject Code : MAJMC302-18

M.Code : 76738

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION A, B, C & D contains TWO questions each.
2. Attempt any FIVE Questions in all, selecting atleast ONE question from each Section
3. Each question carries TWELVE marks.

SECTION-A

1. Trace the development of communication research.
2. Explain the following :
 - a) Types of research
 - b) Areas of media research
 - c) Need for media research.

SECTION-B

3. Explain various quantitative research methods.
4.
 - a) Discuss interviews as a research method.
 - b) List the advantages of Survey method.

SECTION-C

5. Give the concept, definition, characteristics and need of Hypotheses in media research.
6. Explain the following terms :
 - a) Non Probability sampling
 - b) Opinion polls
 - c) Merits of Tabulating data
 - d) TRP

SECTION-D

7. Discuss various components of research report.
8. Define Synopsis. Discuss various elements of synopsis.

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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.