

Total No. of Pages : 02

Total No. of Questions : 09

B.Sc.(MEFT) (Sem.-2)
MASS MEDIA RESEARCH
Subject Code : BMEFT-108
Paper ID : [F0309]

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. Answer briefly :**
- a. Control group
 - b. Content analysis
 - c. Central Tendency
 - d. Variable
 - e. Hypothesis
 - f. Probability
 - g. Questionnaire
 - h. Cluster Sampling
 - i. Snowballing
 - j. Empirical Research

SECTION-B

2. What are limitations in Research?
3. What is Sampling?
4. Distinguish between schedule and questionnaire.
5. What is Report writing?
6. What are Demographics?

SECTION-C

7. Describe the Research Design
8. What are tools of data collection?
9. Describe the Public opinion and readership survey.