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Total No. of Pages : 02

Roll No. Total No. of Questions: 09

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

## Time: 3 Hrs.

**INSTRUCTION TO CANDIDATES :** 

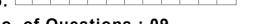
- 1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- SECTION-B contains FIVE questions carrying FIVE marks each and students 2. have to attempt any FOUR questions.
- SECTION-C contains THREE questions carrying TEN marks each and students 3. have to attempt any TWO questions.

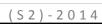
## **SECTION-A** www.FirstRanker.com

Answer brid	efly	:
Answer brid	efly	

- 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







Max. Marks: 60



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## **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.