

Total No. of Pages : 01

Total No. of Questions : 06

M.Sc.(JAMC) (2015 to 2017) (Sem.-2)
MASS COMMUNICATION RESEARCH-I
Subject Code : MJAMC-204
Paper ID : [B0447]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. Attempt any FIVE questions out of SIX questions.
2. Each question carry TWELVE marks.

1. Distinguish between pure and applied research.
2. What is the importance of '*Research Problem*'?
3. Enumerate the various methods of data collection and write brief notes on any two of them.
4. What are the characteristics of a Research Report? Mention the standard formats followed in a research report.
5. Discuss the areas of research in communication.
6. Highlight the importance of sampling in data collection and analysis.