

Roll No.

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Total No. of Pages : 01

Total No. of Questions : 06

**M.Sc.(JAMC) (2015 to 2017) (Sem.-3)**  
**MASS COMMUNICATION RESEARCH – II**  
Subject Code : MJAMC-301  
Paper ID : [B0461]

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

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

1. What is the importance of semiotic research analysis?
2. Discuss the Multi-Step Flow Theory.
3. List new trends in Mass Communication research.
4. How is the Internet used in Mass Communication research?
5. Distinguish between Linear and wide-angle perspective of media effects.
6. Highlight the utility of exploratory studies in communication research.