



PC 3A AM
SYBMM (CE)

Mass media
Research

Time-2 Hrs 30 Minutes

Full Marks-75

All questions are Compulsory
Figures to right indicate marks

Q 1. Explain the following (Any five).

- a. Scientific research
- b. Role of media in research
- c. Independent variable
- d. Focused group
- e. Oral/poster report
- f. Literature review
- g. Pure research and applied research

[15]

Q 2. a. Discuss various types of observation for collecting data.

[08]

b. What is mass media research ? Explain its relevance in society.

[07]

Or

Q 2. a. What is data processing? What are the different methods of data processing.

[08]

b. Discuss various types of probability sampling.

[07]

Q 3. a. Discuss various types of scaling technique used in media research.

[07]

b. Discuss analytical research design.

[08]

Or

Q 3. a. Explain the difference between questionnaire and schedule as technique of data collection.

[07]

b. Explain the case study method and survey method of collecting data.

[08]

Q.4. What is primary data. Explain various types of interview used for collecting primary data with its merits and demerits

[15]

Or

Q 4. Explain the various stages of conducting research.

[15]

Q 5. Write short notes on any three of the following.

[5 x 3 = 15]

- a. Interview schedule
- b. Ethnography
- c. Technical report
- d. Primary and secondary data
- e. Types of content analysis