

END TERM EXAMINATION

FIFTH SEMESTER [BA(JMC)] NOVEMBER-DECEMBER 2018

Paper Code: BA (JMC)-303

Subject: Media Research and Methods

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q no.1 which is compulsory.
Select one question from each unit.

- Q1 Write short notes on **any two** of the following: - (7.5x2=15)
- (a) Applied Research
 - (b) Non Random Sampling
 - (c) IRS
 - (d) Questionnaire as a tool
 - (e) Content Analysis

UNIT-I

- Q2 Discuss the meaning and objectives of research in detail? (15)
- OR
- What is research approach? Throw light on various types of research approaches with example.

UNIT-II

- Q3 Survey play a vital role in conducting a research. In view of this statement discuss various types of survey. (15)
- OR
- Nowadays media industry heavily depends upon media research agencies. Why? Write in brief the role of following media research agencies.-
- (a) BARC
 - (b) RAM
 - (c) ABC
 - (d) MAP

UNIT-III

- Q4 What is the importance of research design? What are characteristics of good research design? State various types of Research Designs. (15)
- OR
- Define data in reference to research? What are the tools and techniques for collecting data?

UNIT-IV

- Q5 Discuss measures of central tendency. Why it is used in analysing the research data? (15)
- OR
- Writing a research report requires great skills as it is final outcome of the research. What format would you follow for writing a research report?
