

# END TERM EXAMINATION

FIFTH SEMESTER [BA(JMC)] DECEMBER 2019

Paper Code: BA(JMC)-303

Subject: Media Research

Time : 3 Hours

Maximum Marks :75

Note: Attempt all questions as directed . Internal Choice is indicated.

Q1. Write short notes on any two of the following:- (7.5x2=15)

- (a) Basic Research
- (b) Tele Web Survey
- (c) MAP
- (d) Random Sampling
- (e) Step of Data Processing

## UNIT-I

Q2. What do you understand by research? Discuss the objectives and types of research with examples.

(15)

OR

Critically examine the use and scope of research in media field. State the types of approaches used for conducting media research.

## UNIT-II

Q3. Establish the importance of survey in media research. Discuss various methods used for conducting survey?

(15)

OR

Media research agencies play a vital role in effective working of media. Explain. Write in detail about major Media research agencies.

## UNIT-III

Q4. Research design is called the blue print of any research; in view of this statement discuss the utility of research design. What are the characteristics of good research design? Discuss various types of Research Designs.

(15)

OR

Throw light on various sampling and its use. Examine the tools and techniques appropriate for data collection?

## UNIT-IV

Q5. Discuss measures of central tendency. Why it is used in analyzing the research data?

(15)

OR

Report writing is final outcome of the research, so it needs great skills, justify. What steps would you follow in writing a research report?

\*\*\*\*\*