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Total No. of Questions: 09

B.Sc.(MEFT) (Sem.-2)

MASS MEDIA RESEARCH

Subject Code: BMEFT-108

M.Code: 13510

Time: 3 Hrs. Max. Marks: 60

INSTRUCTION TO CANDIDATES:

- SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- 2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
- 3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Answer briefly:

- a) Mass media
- b) Research
- c) Hypothesis
- d) Data
- e) Report
- f) Field survey
- g) Opinion
- h) Demography
- i) Questionnaire
- j) Feedback

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SECTION-B

- 2. Mention different types of research.
- 3. Highlight the significance of research problem.
- 4. What is public opinion?
- 5. List five different psychological variables.
- 6. Differentiate between questionnaire and schedule.

SECTION-C

- 7. Discuss dos and don'ts of writing a research report.
- 8. List all the steps in organizing and conducting a survey.
- 9. Why is content analysis the most commonly used tool in mass communication research?

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

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