Roll No. $\square$
Total No. of Questions : 09

# B.Sc.(MEFT) (Sem.-2) <br> MASS MEDIA RESEARCH <br> Subject Code : BMEFT-108 <br> M.Code : 13510 

Time : 3 Hrs.
Max. Marks : 60

INSTRUCTION TO CANDIDATES:

1. 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

## 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.

