

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?

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