

Roll No.

Total No. of Pages : 01

Total No. of Questions : 08

M.A. (JAMC)PIT (2015 to 2017) (Sem.-1)

**MEDIA RESEARCH METHODS**

Subject Code : MAMC-302

Paper ID : [74902]

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION A, B, C & D contains TWO questions each.
2. Attempt any FIVE Questions in all, selecting atleast ONE question from each Subsection
3. Each question carries TWELVE marks.

**SECTION-A**

- Q1 Define Research. Give the scope of media research.
- Q2 Explain the procedure of selecting the research topic and the need for delimiting the research topic.

**SECTION-B**

- Q3 Explain Focus groups as a research method in detail.
- Q4 Discuss the advantages of intensive interviews for collecting qualitative research data.

**SECTION-C**

- Q5 Explain the procedure of constructing an effective questionnaire for collecting the research data.
- Q6 Explain the procedure of conducting a content analysis on media content.

**SECTION-D**

- Q7 Define Sample. Discuss various sampling designs.
- Q8 Explain the process of writing a research report.