

Roll No.

Total No. of Pages : 01

Total No. of Questions : 08

M.A. (JAMC) (Campus) (2015 to 2017) (Sem.-3)

MEDIA RESEARCH METHODS

Subject Code : MAMC-302

M.Code : 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 section.
3. Each question carries TWELVE marks.

SECTION-A

1. What is the relevance and nature of media research?
2. Discuss various elements of research.

SECTION-B

3. What are various methods adopted to interpret Qualitative data?
4. What are the advantages and disadvantages of conducting focus group studies?

SECTION-C

5. What are the do's and don'ts of constructing a Questionnaire?
6. What is experimental research and what are its advantages and disadvantages?

SECTION-D

7. Differentiate between probability and non-probability sampling and methods of measuring sampling error.
8. What are the elements of a standard research report and how do they contribute to internal consistency?

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.