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Total No. of Pages : 01

Total No. of Questions : 10

**M.Phil (JAMC) (2018 Batch) (Sem.-1)**

**COMMUNICATION RESEARCH**

**Subject Code : MPHJMC-101**

**Paper ID : [75619]**

**Time : 3 Hrs.**

**Max. Marks : 100**

**INSTRUCTIONS TO CANDIDATES :**

2. There are FIVE Units : Units-I, II, III, IV & V.
3. Each Unit contains TWO questions each, carrying TWENTY marks each.
4. Student has to attempt any ONE question from each UNIT.

**UNIT-I**

1. What is the meaning, definition and scope of research?
2. Discuss in detail the process of research.

**UNIT-II**

3. Provide a comprehensive understanding of sampling procedure.
4. Highlight the importance of presentation analysis and interpretation of data.

**UNIT-III**

5. What is the role of statistics in research?
6. What are the merits and demerits of regression analysis?

**UNIT-IV**

7. Discuss the importance of case studies and field observations.
8. What are the new trends in mass communication research?

**UNIT-V**

9. Highlight the role and significance of audience research.
10. What are different approaches to mass communication research?