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## M.Sc.(JAMC) (2015 to 2017) (Sem.-2) MASS COMMUNICATION RESEARCH-I

Subject Code: MJAMC-204 M.Code: 21510

Time: 3 Hrs. Max. Marks: 60

## **INSTRUCTION TO CANDIDATES:**

- 1. Attempt any FIVE questions out of SIX questions.
- 2. Each question carry TWELVE marks.
- 1. What is Research? Differentiate between pure and applied research.
- 2. What is the scope of communication research?
- 3. Enumerate the criteria for selecting a research problem.
- 4. Why is content analysis the most commonly used method in communication research?
- 5. Define Sampling. Discuss any two sampling procedures.
- 6. What are various elements of a research report? Explain the rationale behind the way they are structured.

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.

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