

**M.A. Examination, 2019**  
**Semester-II**  
**Communication and Journalism**  
**Paper VIII**  
**(Communication Research I)**

**Time: 4 Hours**

**Full Marks: 80**

*Questions are of value as indicated in the margin*

Answer **Question no. 8** and **any four** from the rest.

1. Discuss the various scales of measurement used in communication research. Is the relevance of the measurement scales research-specific? Discuss with suitable examples.  
10+5=15
  2. What is the difference between questionnaire and schedule? Discuss in relation to their relevance in a practical research scenario.  
10+5=15
  3. Discuss the Indian approach to research with special reference to the various research stages.  
15
  4. What do you understand by sampling? What are the qualities of a good sample? Explain with suitable examples.  
5+10=15
  5. Do you think the terms 'Universe' and 'population' have same connotation in research?  
5+10=15
  6. Write a research proposal on any topical issue of contemporary communication research.  
15
  7. How is qualitative research different from quantitative research? Do you feel taking a mixed-method approach is more suitable for contemporary communication research?  
10+5=15
  8. Write short notes on **any two** of the following: (Word Limit: 300 Words)      2×10=20
    - (a) Snowball Sampling
    - (b) Chi-square Test
    - (c) Census and Survey
    - (d) Pre-Testing and Pilot-Testing
-