

M.A. Examination, 2017
Semester-II
Journalism and Mass Communication
Course – V
(Communication Research)

Time: 3 Hours

Full Marks: 40

Questions are of value as indicated in the margin.

Answer question no. 7 and **any three** from the rest.

1. How do you arrive at a specific topic from the selected broad area of research? Which aspects qualify any topic as a researchable one in communication discipline? 6+4=10
 2. Discuss different stages of research. 10
 3. Write a research proposal on any topic chosen by you. 10
 4. Discuss differences between (a) qualitative and quantitative research, and (b) laboratory and field research. 5+5=10
 5. What is the importance of instrument / tool in research? How do you prepare and finalise questionnaire on any topic of research? Discuss. 4+6=10
 6. What are the parameters of good sampling? Distinguish between Purposive and Random sampling. 4+6=10
 7. Answer **any two** questions (not more than 300 words) 5×2=10
 - (a) Closure in research.
 - (b) Use of digital archive in qualitative research.
 - (c) Any communication experiment in India.
 - (d) Social Network Analysis.
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