

M.A. Examination, 2019
Semester-II
Journalism and Mass Communication
Paper-V
(Communication Research)

(For Back Candidates)

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. What are the five stages of research according to the Samkhya tradition? Explain each of the stages with suitable examples. 2+8=10
 2. Differentiate between qualitative and quantitative research. How will you decide which research design is to be taken for a particular research? 7+3=10
 3. What do you understand by 'sampling'? Explain the different sampling methods used in communication research. 2+8=10
 4. Differentiate between the following with suitable examples: (a) Universe and Population, (b) Census and Survey. 5+5=10
 5. Do you think every research is feasible? Explain with special reference to the Indian research tradition with suitable examples. 10
 6. You want to work on the impact of new media on the reading habits of teenagers. Write a research proposal on the same suitably. 10
 7. Write short notes on **any two** of the following: 2×5=10
 - (a) Primary and secondary data
 - (b) Opinion Poll
 - (c) TAM
 - (d) Observation Method
-