

M.A. Examination, 2015
Semester-II
Journalism & Mass Communication
Paper – 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. Do you think communication research is solely social science research? Give reasons for your argument with suitable examples from research traditions in this field. 10
2. Discuss the sequence of stages for reaching upto methodology step in a research. Which stage is the most important in deciding method/methods to be followed in a research? 7+3=10
3. Take a topic of your choice for communication research. Write a proposal upto aim of the research topic logically. 10
4. You are entrusted with a research assignment to know perception of citizens about their governance. Make a plan for conducting the research upto the stage of report writing stating logic of your plan for every step. 10
5. What are the different types of Samples in Research? Explain with examples. 10
6. Take any four methods of research. Discuss their application in different types of communication research. 2.5×4=10
7. Write **any two** short notes: 5×2=10
 - (a) First Indian experiment in Instructional Television.
 - (b) RAM & TAM
 - (c) Opinion Research in India.
 - (d) Administrative Research Tradition.