

M.A. Examination 2018
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. Discuss from any Indian research perspective whether every topic proposed for research qualifies as researchable one? Discuss with two illustrative examples.
6+2+2=10
 2. 'Research is asking questions to probe into any problem'. In the light of above give your opinion about 'how to ask right question'. What are the question types generally termed 'attribute' in research?
7+3=10
 3. Identify a topic worthy of research in communication field. Write a proposal of research on the topic.
3+7=10
 4. What are the standard parameters of any good topical research? Identify stages in research where each of the parameters are to be adhered to?
5+5=10
 5. Differentiate between census and survey. Take an example to show that the difference affect research outcome.
5+5=10
 6. Discuss one Indian communication research. 10
 7. **Answer any two :** 5×2=10
 - a) Four stages of research
 - b) Snowball sampling
 - c) Variable
 - d) Television audience measurement
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