

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5148

H

Unique Paper Code : 6292101201

Name of the Paper : Communication Research

Name of the Course : **B.A. (Hons) Multi Media
and Mass Communication -
NEP**

Semester : II-DSC

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
 2. Attempt **any five** questions
 3. All questions carry equal marks i.e. 18 marks each
-
1. What is the role of Communication Research in media studies? Explain through one case- study.

P.T.O.

2. Explain the key differences between Market Research, Consumer Research and Media Research through one example each.
3. What is the difference between Research Methodology and Research Method? Explain the various types of quantitative research methods.
4. What is Research Objective and Research Gap? How are they different from a Research Hypothesis?
5. What are the main techniques of Data collection and Analysis?
6. How does a researcher review the feasibility of a Research Proposal? Explain the main techniques used.
7. What is Archival Research? What are the main challenges faced while doing Archival Research?
8. Highlight any six ethical issues that a researcher needs to adhere to while pursuing data collection.

(1000)