

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1127

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Unique Paper Code : 6292101201

Name of the Paper : Communication Research

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

Semester : II

Duration : 3 Hours

Maximum Marks : 90

समय : 3 घण्टे

पूर्णांक : 90

Instructions for Candidates

1. Write your Roll No. at an appropriate place on receipt of this question paper.
2. Attempt any **five** questions.
3. All questions carry equal marks i.e. 18 marks each.

1. Define Communication Research. Discuss its functions and importance in the modern media industry.
2. Differentiate between Primary and Secondary data with relevant media-based examples.
3. Write a short note on the role and importance of Opinion Polls in a democracy.
4. Compare and contrast Quantitative and Qualitative research methodologies. Support your answer with relevant examples.

P.T.O.

5. What is a Questionnaire? List the essential steps to keep in mind while designing an effective questionnaire for a survey.
6. Discuss Content Analysis as a tool for analysing media messages (e.g., news, films or advertisements).
7. Explain the significance of a Review of Literature when developing a research proposal.
8. What is Informed Consent? Explain why maintaining the anonymity of sources is critical in ethical research.