

This question paper contains **3** printed pages]

Roll No.

--	--	--	--	--	--	--	--	--	--

S. No. of Question Paper : **2553**

Unique Paper Code : **2033180019**

Name of the Paper : **Research Methodology for Media**

Name of the Course : **B.A. (Honours Course) Journalism (DSE)**

Semester : **VI**

Duration : **3 Hours**

Maximum Marks : **90**

(Write your Roll No. on the top immediately on receipt of this question paper.)

This question paper contains 2 parts.

Both parts are compulsory.

Candidates have to answer all the questions in Part A

and any *three* questions in Part B.

Questions in Part A carry **10** marks each

and questions in Part B carry **20** marks each.

Part A

1. Briefly explain the 'Scientific Approach' to mass media research and outline its basic characteristics.

Or

Explain the terms 'independent variable' and 'dependent variable' with at least *two* suitable examples.

P.T.O.

2. Differentiate between Probability and Non-probability sampling techniques. What are the main probability and non-probability sampling methods ?

Or

Write a detailed note on Designing Questionnaires, and different types of questions with suitable examples.

3. Explain American Psychological Association format with an example.

Or

Differentiate between References and In-text citations, explaining their role in academic writing.

Part B

4. Describe meaning, steps and types of literature review in media research in detail.

Or

Write a detailed note on nature of measurement, levels of measurement and measurement scales.

5. Describe representativeness of the samples, sampling error, sample size with suitable examples.

Or

What is the content analysis method in media research ? Detail the sequential steps of doing content analysis.

6. Write a detailed note on representational approach and its advantages and disadvantages.

Or

Explain the complete process of drafting an academic writing project. Detail the guidelines for proper formatting, citations and building a bibliography to ensure a high quality academic paper.

7. Write a research proposal mentioning all the relevant steps for the same, for a study on the social media habits of college students.

Or

With a suitable example, explain different sequential parts of a typical research paper in media research.