

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1413 **H**

Unique Paper Code : 11011605

Name of the Paper : Communication Research
and Methods

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

Semester : VI

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This question paper contains **2 parts**. Both parts are compulsory.
3. Candidates have to answer ANY **THREE** questions in **Part A** and ANY **THREE** questions in **Part B**.
4. Questions in **Part A** carry **10** marks each and questions in **Part B** carry **15** marks each.

PART A

Answer any **THREE** questions : (3×10=30)

1. Differentiate between research methods and research methodology. What are the various types of research?
2. Define dependent and independent variables. Elaborate on their usage in research using examples.

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3. Describe 'representativeness of sample' and 'sampling error'.
4. Define 'survey' as a method of research and describe its suitability for data collection.
5. What do you understand by 'non-statistical methods' of analyses? Discuss with examples.

PART B

Answer any **THREE** questions: (3×15=45)

6. What are the systematic steps to be followed in research? Elucidate with the steps involved in a research topic of your choice.
7. Defining the Open-Ended and Closed-Ended questionnaire, prepare an Open-ended questionnaire on the viewership of primetime news bulletins in India.
8. What is Content Analysis? Explain the method with suitable examples.
9. What do you understand by reliability and validity in research. Discuss the various methods to estimate the reliability of a research tool.
10. Discuss the importance of internet as a tool for research in contemporary times by giving suitable examples.