Krishna Kanta Handiqui State Open University

MMC 4th Sem. Examination, 2016

Paper : Communication Research

Time: 3 hrs *Full marks : 80*

1. Answer any five questions from the following. 2×5=10
(each within 50 words)
   a State some of the objectives of research as given by C. R. Kothari.
   b Which two studies were developed in the United States in order to find out the effect of mass media on the society?
   c What are parametric statistics?
   d When is t-test applied in quantitative research?
   e What is formulation? Mention three principle components in the progressive formulation of a problem for research as identified by Merton.
   f What is the difference between a questionnaire and a schedule?

2. Answer any three questions from the following. 4×3=12
(each within 150 words)
   a Why is research said to be an art of scientific investigation?
   b What are the different types of survey?
   c How can content analysis be used as a tool for collection of data?
   d What is a measurement scale? What are the different types of scale?

3. Answer any three questions from the following. 6×3=18
(each within 250 words)
   a State some of the important research methods that are used for collection of data.

b What is communication research? What are the different elements of communication research?

c What is sampling? What do you mean by sampling and non-sampling error?

d Draw a pie diagram from the following -

Social Groups	Population(%)
General	62
Scheduled Caste	13
Scheduled Tribe	19
OBC	6

4. Answer any four questions from the following. 10×4=40
(each within 500 words)

a 'Research is an organized and systematic way of finding answers to questions'. Discuss.

b Describe the different steps that are followed in a research process.

c What do you mean by research problem? What criteria must be followed for the selection of a research problem?

d Analyse the observation method of data collection by focusing on its advantages and disadvantages. Is this method suitable for mass media research?

e What is the need of a research design in research project? What are the features of a good research design?

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