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[20-HKPGDEO–M4S(O)21J]

MMC 4th Semester (Old) Exam., 2020

COMMUNICATION RESEARCH

[MMC (S4) 16]

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any *five* of the following questions (each in around *50* words) : 2×5=10

(a) How can we divide the approach of communication research?

(b) Mention the basic elements of communication research.

(c) What are the uses of content analysis?

(d) What are the important methods for collecting data?

(e) Differentiate between census and sample.

(f) What is chi-square test?

2. Answer any *three* from the following questions (each in around *150* words) : 4×3=12

(a) State the meaning of scientific investigation.

(b) Mention the differences between quantitative and qualitative research.

(c) Analyze the steps of the process of identification of a research problem.

(d) What is the necessity of data editing?

3. Answer any *three* from the following questions (each in around *250* words) : 6×3=18

(a) What are the objectives of research? What is its importance for mass media?

(b) Discuss the various steps involved in a research process.

(c) Do you think computer technology brought significant change in communication research? Why?

(d) What do you mean by hypothesis? What are its characteristics?

4. Answer any *four* from the following questions (each in around *500* words) : 10×4=40

(a) What is the purpose of a survey and what are the steps involved in a survey?

(b) Analyze the observation method of data collection and its role in research.

(c) What is the meaning of sample size? How is it determined?

(d) State the meaning of measurement scale. Discuss the types of scales.

(e) What is standard normal variable and what does it imply? Illustrate its utility with examples.

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