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Total No. of Printed Pages: 1

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**B.A (Journalism & Mass Communication) (Semester – 5<sup>th</sup>)**

**MEDIA RESEARCH METHODOLOGIES**

**Subject Code: BJMCS1502**

**Paper ID: 21420124**

**Time: 03 Hours**

**Maximum Marks: 60**

**Instruction for candidates:**

1. Section A is compulsory. It consists of 10 parts of two marks each.
2. Section B consist of 5 questions of 5 marks each. The student has to attempt any 4 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

**Section – A**

**(2 marks each)**

Q1. Attempt the following:

- a) Primary Data
- b) Open ended Questions
- c) Schedule
- d) Cluster Sampling
- e) TRP
- f) Circulation
- g) Applied Research
- h) Viewership
- i) Probability Sampling
- j) Readership

**Section – B**

**(5 marks each)**

- Q2. What is Hypothesis? Discuss its types?
- Q3. Explain the case study method of data collection briefly?
- Q4. Elaborate the different tools of Media research?
- Q5. Explain the Questionnaire method?
- Q6. What points should be kept in mind while formulating a research problem?

**Section – C**

**(10 marks each)**

- Q7. Explain the following tools of media research
  - a) Research Design
  - b) Report Writing
- Q8. Describe the importance of Survey method in Research?
- Q9. Discuss the different types of data? Explain briefly any two methods of data collection