

MDC Sem-4 Examination

509

Communication Research-IV

April 2022

Time : 2-00 Hours]

[Max. Marks : 50

(Attempt any Three (03) questions out of Eight (08) questions in Part I given below. All questions carry equal marks)

PART - I

MARK 14

- Q1. Describe scales and explain Lykert type scale with example.
- Q2. Discuss graphical representation of data by giving examples of types of graphs.
- Q3. How do you conduct social network analysis? Write the applications of social network analysis.
- Q4. Design a Survey study on the topic 'New media as a change agent of Indian Television and Cinema.'
- Q5. Explain Case Study methodology in terms of media and communication research, with suitable topic and examples.
- Q6. Design a Content Analysis study on newspaper articles, with suitable topic and examples.
- Q7. How can we use observation method in media studies? Explain with suitable examples.
- Q8. How is review of literature helpful in framing your research design for any research project? Cite your journey of building the research design of your dissertation.

PART - II

MARK 02

(Attempt any Four short questions out of Eight (08) in Part II given below. All questions carry equal marks) Give one word/ one-line answers

1. What is descriptive statistics?
2. What is tabulation?
3. If I am using 3 point scale (Always, Sometimes and Never) and I have 20 items in the scale, what would be minimum and maximum possible score?
4. Write two points to be considered while describing any table.
5. Give example of frequency distribution by drawing a table (having any assumed details)
6. Explain the term 'Internet is Dialogic'.
7. What do 'Vertices' and 'Edges' represent in social network analysis?
8. State the different methods of administering survey method.