

## MDC Sem.-2 (Old) Examination

410

## Communication Research-II

Time : 2-00 Hours]

May 2022

[Max. Marks : 50

## Section I

(42 Marks)

(Attempt Any Three (3) questions out of Eight (08) questions in Part I given below. All Questions carry equal weightage)

- Q1: 'Designing questionnaire is tough task in research' - Justify the statements with examples.
- Q2: What is Communication brief? Why is it important in formative research?
- Q3: Describe basic structure of research report in the context of media research?
- Q4: Design a research proposal on: 'To know the awareness level of children regarding harmfulness of new age media.'
- Q5: Discuss process of doing formative research in the context of Media research.
- Q6: Describe the difference between summative research and formative research by providing suitable examples.
- Q7: Prepare a brief proposal to conduct a study on the television show 'Comedy Nights with Kapil'.
- Q8: Importance of research to understand the developmental issues. Explain with examples.

## Section II

(8 Marks)

(Attempt any Four out of Eight MCQ's in Part- II given below. All questions carry two marks each)

- Q1: What is BARC?
- Q2: What is Audience Profile?
- Q3: What is Appendix?
- Q4: Importance of Abstract in Research.
- Q5: What is Secondary Data Source?
- Q6: What is reliability in research?
- Q7: What is research problem?
- Q8: What is FGD?