

M.D.C. (Sem.-II) Examination
410 Communication Research-II
May-2017

Time : 3 Hours]

[Max. Marks : ~~100~~
70

Q.1 Answer the following questions of any one in brief. (7)

(A) What is Formative Research? How is it useful in communication process?

OR

(A) Write in details about the three main steps to be included in any Communication Research study during Formative stage

(B) Write Short Notes. (Any Two) (4)

1. Felt Needs
2. Delivery system constraints in communication
3. Research Design

(C) Write answers in one or two sentences for the following questions. (3)

1. An example of formative research study
2. KAP studies
3. Give the name of any one research tool

Q.2 Answer the following questions of any one in brief. (7)

(A) What is Communication Brief? Why is it important in Formative Research?

OR

(A) What all should you include when writing a communication brief for an "Advertising campaign"

(B) Write Short Note. (Any Two) (4)

1. Operational Definition
2. Target Audience
3. Measurable outcome

(C) Write answers in one or two sentence for the following questions. (3)

1. The preliminary section of any research report includes chapters on.....
2. What is pilot testing?
3. Main Team player for 'Development of TV communication strategy'

Q.3 Answer the following questions for any one in brief. (7)

(A) List out the main team players and their respective roles when developing a 'Save Girl Child' Ad series.

OR

(A) List out the essentials topics to be covered while writing any communication brief.

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(B) Write Short Note. (Any Two)

(4)

1. Observed needs
2. Importance of Content expert in Production
3. Questionnaire as a tool of research

(C) Write answers in one or two sentence of the following questions.

(3)

1. What all is included in the supplementary section of a research report
2. Two broad types of research reports
3. Main Team player for 'Television Transmission scheduling'

Q.4 Answer the following questions for any one in brief.

(7)

(A) Write in details about role of Communication researcher in Team mode of television production process.

OR

(A) Write in brief about the chapters to be included when writing a formative research report on 'Development issues to be included while designing an advertising strategy for upcoming state elections'

(B) Write Short Note. (Any Two)

(4)

1. Audience Profile studies
2. Need assessment studies
3. Precautions for good report

(C) Write answers in one or two sentence for the following questions.

(3)

1. What do you mean by Primary audience ?
2. Any two uses of a research report
3. Four types of needs in needs assessment process

Q.5 Answer the following questions for any one in brief.

(7)

(A) Importance of writing the Review of Literature chapter in any academic research report.

OR

(A) Write in details about the areas of Formative research evaluation.

(B) Write Short Note. (Any Two)

(4)

1. How is research useful in providing inputs for production process?
2. Observation as a research technique
3. Importance of writing research reports

(C) Write answers in one or two sentence for the following questions.

(3)

1. James, Henry. (2009). *The ambassadors*. Rockville, MD: Serenity Publishers. Is the above APA citation style correct when citing a book reference?

2. One should avoid use of 1st person when writing a research report. Do you agree with the statement?

3. What is appendix in research report?