M.D.C. (Sem.-IV) Examination
509 Communication Research-IV

Time : 3 Hours|              May-2017             |Max. Marks : 70

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

**(A)** Plan a content analysis for a topic of your choice and describe in brief.

OR

**(A)** Discuss a content analysis plan of "Swachcha Bharat Abhiyan".

**(B) Write Short Notes. (Any Two)**        (4)
    1. Interview schedule
    2. Quantitative Vs Qualitative analysis
    3. Secondary source of data

**(C) Write answers in one or two sentences for the following questions.**      (3)
    1. Why should we acknowledge the source of information?
    2. List two web sources from where you can collect information about TV
       Programs of last 20 years
    3. Which is the strongest point of questionnaire as a tool?

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

**(A)** "Constraints behind education of a girl child in rural area" – List down objectives, variables and delimitations of this study.

OR

**(A)** Plan and discuss content analysis of Radio program – "Bhabhika show".

**(B) Write Short Note. (Any Two)**        (4)
    1. Websites vs. Blogs
    2. Considerations while coding the content
    3. Observation tool

**(C) Write answers in one or two sentence for the following questions.**     (3)
    1. According to you, what should be the proportion of facts, its analysis and author's opinion in current affair's column in a daily?
    2. State one advantage of researching before writing.
    3. According to you, what should be the outcome of content analysis?

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

**(A)** Discuss sampling in Content Analysis.

OR

**(A)** Discuss characteristics of a good questionnaire.

**(B) Write Short Note. (Any Two)** (4)
1. Case study
2. List down "should be" and "should not be" of content analysis.
3. Printed newspapers in 2025

**(C) Write answers in one or two sentence of the following questions.** (3)
1. What is nominal and ordinal data?
2. What are "in-vivo" codes?
3. What is "plagiarism"?

**Q.4 Answer the following questions for any one in brief.** (7)

**(A)** Describe the process of Content Analysis.

**OR**

**(A)** Qualities of a good interviewer.

**(B) Write Short Note. (Any Two)** (4)
1. Manifest Vs. Latent Content Analysis
2. What would you consider while you analyze the content of an article?
3. Importance of research

**(C) Write answers in one or two sentence for the following questions.** (3)
1. What is "constructed codes"?
2. Why should we write justification for the study?
3. What are units of analysis?

**Q.5 Answer the following questions for any one in brief.** (7)

**(A)** Mass media research and internet.

**OR**

**(A)** Describe Content Analysis process to explain the coverage of different newspapers on demonetization

**(B) Write Short Note. (Any Two)** (4)
1. Strengths and weaknesses of Content Analysis
2. List four parameters of comparison if you want to analyze cover page cf the magazine
3. Why can't we quote Wikipedia as a source?

**(C) Write answers in one or two sentence for the following questions.** (3)
1. What are units of observation?
2. What would you compare if you are analyzing advertisements of shampoo?
3. What is objectivity?