

M.Phil (M.M.C.J.) Examination
Paper-I : Research Methodology
May-2017

Time : 3 Hours]

[Max. Marks : 70

Q. 1 Adverse sex ratio in Gujarat suggests that 'Beti Bachao Beti Padhao' program not received expected result to make its impact. What communication strategies need to be adopted to make this program effective? 14

OR

Q.1 Reality shows are stealing viewership of many programs. What is the rating system of your country? Explain.

Q.2 How do you differentiate between grounded theory and phenomenology research? Please discuss with example. 14

OR

Q.2 You are conducting a survey on impact of IPL -2016 on Indian Youth – State the research design for the study.

Q.3 The objective of your study is to understand impact of advertisement of Polio vaccine by Mr. Bachchan. How would you device your methodology to study the impact of these advertisement on adaption of Polio vaccine by the people. 14

OR

Q.3 'Swachhh Bharat' campaign is believed to improve sanitation conditions in slums of Gujarat. How would you review the literature on this topic and state various procedures that you follow while writing it. - Describe

Q.4 How would you avoid various traps of research while writing a paper on pressures on Newspaper reportage? 14

OR

Q.4 How would you analyse the case of Reflections of Kashmir in Print Media. – Give logical justifications.

Q.5 You are conducting a survey to find the relationship between portrayal of women in Media and violence against women. – design a questionnaire for the study. 14

OR

Q.5 whether you would you experimental method or non experimental method to study effect of TV viewing of children – please discuss and elaborate it.