

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

PART - I

MARK 14

- Q1. Define research and explain the characteristic of research with suitable examples.
- Q2. By nature Media research is interdisciplinary research. Justify the statement and explain basics of media research.
- Q3. What is scientific inquiry? Explain and describe the principles of inquiry.
- Q4. Why research is equally important to be a good media professional? Explain with arguments.
- Q5. What are the different types of research? Explain the inductive and deductive approaches to research with suitable examples.
- Q6. State the various steps in research processes. What is the importance of research objectives and hypothesis in the process of research?
- Q7. What is research design? Explain the three processes of research design as per the topic you have selected for your dissertation.
- Q8. What is sampling? State the need and characteristics of sampling in communication research process.

COMPUSORY PART – II

MARK 02

Attempt any Four (04) out of Eight (08) in Part II given below. All questions carry equal weightage

Q9. Give one word/ one line answers

- a. State the two basic types of variables
 - b. Full form of BARC
 - c. National Agency which can provide crime data
 - d. Name any four random sampling method
 - e. What is operational definition?
 - f. What is Wikipedia?
 - g. What is applied research?
 - h. What is Demographic profile?
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