

M.D.C. Sem.-3 Examination
503

Communication Research
December 2020

[Max. Marks : 50]

Time : 2-00 Hours]

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

PART - I

MARK 14

Q1. . What is participatory communication research? Give examples. What are the strengths and limitations of participatory communication research?

Q2. Define research design. State and explain the three major types of research design with examples.

Q3. Literature review is an important aspect of research process. Give the importance of the same and explain how it helps in objective/hypothesis building with an example.

Q4. With respect to the topic of your research dissertation explain your sampling process and justify your answer.

Q5. Why research is more important in development communication. Explain your views as a student of development communication.

Q6. "Formative research helps in programme designing." Explain this statement with respect to its importance, usage and types of research conducted under formative research.

Q7. Usefulness of Questionnaire as tool of research. Design a questionnaire on Impact of COVID-19 communication through various media.

Q8. What do you understand by Process Documentation? Stating the elements of Process Documentation explain the importance of the same.

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. Name any two random sampling methods
 - b. Internal validity
 - c. Case study
 - d. Empirical research
 - e. Generalizability
 - f. Descriptive research
 - g. Variable
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