

B. A. (Hons.) JOURNALISM

CBCS (LOCF)

SEMESTER VI

May-June 2022

Unique paper code: 11011605

Set B

**COMMUNICATION RESEARCH AND METHODS**

Time: 3 hours & 30 minutes

Max. Marks: 75

*(Write your roll no. on the top immediately*

*on receipt of this question paper.)*

Attempt any *three* questions from Part A ( 10x3=30 marks)  
and

Attempt any *three* questions from Part B (15x3=45 marks)

**PART A**

Write short notes on any **three** from the following

- a) Qualitative vs quantitative analysis
- b) Independent vs dependent variable
- c) Sample vs census
- d) Internal vs External Validity
- e) Research method vs Research methodology

**PART B**

1. Draft a research proposal on the implications of Covid 19 on the media industry.
2. Discuss the various steps involved in the survey method. Prepare a questionnaire to conduct a survey on the use of social media among teenagers.
3. Distinguish between probability and non-probability sampling. Which of the two will ensure low sampling error and why?
4. What are the various stages involved in the observation method? Give an example of a situation where observation method can be used.
5. What do you understand by the terms informed consent and deception? Discuss the same in context to the ethical perspectives a researcher must consider while conducting research.