

End Semester Examination, 2016
Department of Mass Communication and New Media
Central University of Jammu

Course No: PGMCM3C005T
Max Marks: 100 Marks

Title: Communication Research
Max. Time: 3 hours

Section A- Each part of this question carries one and half mark.

1.5x10=15

Q1 Multi-stage sampling is a type of

- (A) Cluster sampling (B) Random sampling
(C) Accidental sampling (D) Innovative sampling

Q2 Same sample studied for long time is

- (A) Content Analysis (B) Random sampling
(C) Survey (D) Field study

Q3 Schedule / Questionnaire

- (A) Pilot test (B) Pre test (C) Post test (D) Process test

Q4 Which of the following variables cannot be expressed in quantitative terms?

- (A) Socio-economic status (B) Human Behavior
(C) Numerical Aptitude (D) professionalism

Q5 In quantitative research, the questions are

- (A) General (B) Abstract
(C) Ambiguous (D) Standardised

Q6A The 'Sociogram' technique is used to study..

- (A) Vocational interest (B) Professional relation
(C) Human relation (D) Motivation study

Q7 A thesis statement is (A) an observation (B) a fact (C) an assertion (D) a discussion

Q8 The term 'phenomenology' is associated with the process of

- (A) Qualitative research (B) Analysis of variance
(C) Correlation study (D) Probability sampling

Q9 Which of the following phrases is not relevant to describe the meaning of research as a process ?

- (A) Systematic activity (B) Objective observation
(C) Trial and Error (D) Problem solving

Q10 The research stream of immediate application is

- (A) Conceptual research (B) Action research (C) Fundamental research (D) Empirical research

Section B - Answer any FIVE questions

Each question in this Section carries eight marks.

8x5=40

Q2) What are the basic elements of research?

OR

Explain, scope and characteristic of research.

Q3) Write a short notes: Applied research

OR

Write a Short notes: Participatory research

Q4) What is Hypothesis?

OR

What is Report writing?

Q5) Explain ,Use of SPSS in research .

OR

Explain, Different research software for data analysis.

Q6) Write a short notes : Exit Poll

OR

Write a short notes : Audience Poll

Section C -Answer any three questions

Each question in this Section carries fifteen marks.

15x3=45

Q7) What is Sampling? Explain different types of sampling

Q8) Difference between Questionnaire and Schedule , with example .

Q9) Write an essay on research is a process?

Q10) Discuss the qualitative and quantitative approaches to the content analysis of Newspapers.

Q11) Write an essay on Role of computer technology in research.