

Krishna Kanta Handiqui State Open University

MMC 4th Sem. Examination, 2014

Communication Research Paper - 16

Time : 3 Hrs.

Full Marks : 80

1. Answer any five from the following questions 2×5=10
(each within 50 words)
- (a) What do you mean by scientific investigation?
 - (b) Observe the following table and identify whether the values under class interval is discrete or continuous -

Class Interval	Frequency
10 - 14	3
15 - 19	2
20 - 24	6
25 - 29	7
30 - 34	5

- (c) What is the importance of feedback in a communication process?
 - (d) Define histogram.
 - (e) What is the basic difference between census and sample?
 - (f) What is finite population? Give examples.
 - (g) State any two advantages of the role of computer in communication research.
2. Answer any three from the following questions 4×3=12
(each within 100 words)
- (a) What are the objectives of research as given by C. R. Kothari?
 - (b) Differentiate between quantitative and qualitative research.
 - (c) What is the impact of internet on mass media research?
 - (d) Draw a pie diagram from the following data given below -

News Channels	Percentage share or respondents showing their preference for the news channels
Times Now	47%
BBC	23%
CNN	20%
NDTV 24×7	10%

- (e) What is a Schedule? What are the different areas in which this method is widely used?
3. Answer any three from the following questions 6×3 =18
(each within 250 words)
- (a) What is sampling? What are its different methods of sampling?
 - (b) What is a questionnaire? What are the main aspects of a questionnaire that a researcher must follow while preparing it?
 - (c) What are the factors on which the selection of appropriate method for data collection depends upon?
 - (d) What is a research plan? What are the essential sections that are covered under a research plan?
 - (e) Explain the survey method of data collection. Analyse the characteristics and purpose of the survey method.
4. Answer any four from the following questions 10×4 =40
(each within 400 words)
- (a) 'Research is a scientific and systematic search for pertinent information on a specific topic' – Discuss.
 - (b) Explain the various steps used in a research process with the help of a research problem.
 - (c) What is mass communication research? State the different types of communication research.
 - (d) What is a research design? What are the features and nature of a good research design?
 - (e) What is hypothesis? Describe the types and characteristics of hypothesis.
 - (f) What is secondary data? What are its advantages and disadvantages?