

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY
MMC 4th Semester Examination, 2015
MMC(S4)16- COMMUNICATION RESEARCH
Time: 3hrs Maximum marks: 80

The figures in the margin indicate full marks for the questions

1. Answer any five from the following questions (each within 50 words) 2x5 = 10
- (a) What are sampling errors? What are the two types of sampling error?
 - (b) What is the main characteristic of ex-post facto research?
 - (c) What are the three groups into which research methods can be classified into?
 - (d) How does mass communication research differ from communication research?
 - (e) What is the difference between parametric and non-parametric statistics?
 - (f) Which method is also known as evolutionary method? What is this method based on?
 - (g) What are the two paradigms of mass communication research?
2. Answer any three from the following questions (each within 100 words) 4x3=12
- (a) What are the principle components in the progressive formulation of a research problem as given by Merton?
 - (b) State the differences between qualitative and quantitative research.
 - (c) Discuss the different approaches of communication research.
 - (d) What do you mean by survey? What is the purpose of a survey method?

- (e) Why is it necessary to have a research problem while undergoing a research study?

3. Answer any three from the following questions (each within 250 words) 6x3=18
- (a) What is content analysis? What are the uses of content analysis?
 - (b) What is sampling? What are the different types of sampling?
 - (c) What do you mean by secondary data? Are secondary sources of data authentic?
 - (d) Analyse the role of computer in communication research.
 - (e) Draw a pie diagram from the data given in the following table-

Educational qualification	Population (%)
Matriculation	17 %
Higher Secondary	18 %
Graduate	22 %
Post-Graduate	43 %

4. Answer any four from the following (each within 400 words) 10x4=40
- (a) What is a research design? What are the features of a good research design?
 - (b) Describe the different methods of primary data collection.
 - (c) 'Research is a careful investigation or inquiry specially through search for new facts in any branch of knowledge'- Discuss.
 - (d) Why hypothesis is said to be an important component in a research plan? What are the characteristics of hypothesis?
 - (e) Discuss the basic elements of communication research.
 - (f) Construct a questionnaire with all the necessary details for a research topic of your choice.