



Roll no.....

**End Semester Examination, December 2024**  
**Bachelor of Arts in Journalism & Mass Communication (B.A JMC) - Sem-V**  
**Communication Research (SBBJ 303A)**

Time: 2.5 hrs.

Max Marks: 50

Note: **All Questions are compulsory.** Marks are indicated against each question.

**PART-A**

Q.1 *Attempt any 5 questions out of the 7 questions*

- |                                                                                        |               |
|----------------------------------------------------------------------------------------|---------------|
| (a) Write a short note on Interdisciplinary Research.                                  | [CO-1] [L-] 2 |
| (b) Content Analysis is Qualitative or Quantitative in approach.                       | [CO-2] [L-] 2 |
| (c) What are Dependent and Independent variables? Give one example.                    | [CO-1] [L-] 2 |
| (d) Which style of referencing is followed in Media and Communication research?        | [CO-6] [L-] 2 |
| (e) What is the term used where both qualitative and quantitative techniques are used? | [CO-1] [L-] 2 |
| (f) Discourse analysis deals with numerical figures and data? True or False.           | [CO-5] [L-] 2 |
| (g) What is snow ball sampling?                                                        | [CO-1] [L-] 2 |

**2x5**

**PART-B**

*There are four questions. There is internal choice in each of the questions covering the same, attempt one from each of the questions.*

Q.2 Define Media Research and Discuss three common research methods used in media studies. [CO-2] [L-1] **10**

**OR**

Recall the main differences between qualitative and quantitative Research in media studies?

[CO-2][L-1] **10**

Q.3 Explain the importance of Media Research in today's society. [CO-3] [L-2] **10**

**OR**

Describe the role of surveys in media research. How does content analysis help in studying media messages?

[CO-4] [L-2] **10**

Q.4 Evaluate the impact of digital tools on the accuracy and speed of media research? [CO-4] [L-5] **10**

**OR**

Apply the concept of sampling in designing a small media study for a local news channel in your area? What sampling method will be suitable in such scenario? [CO- 5] [L-3] **10**

Q.5 Compare and contrast survey research and Focus group in media research. What are the advantages and limitations of each? [CO-5] [L-4] **10**

**OR**

Propose a research method to study the effects of social media on mental health, considering ethical implications and practical challenges and write an Abstract on the same? [CO- 6] [L-6] **10**