

YMCA UNIVERSITY OF SCIENCE & TECHNOLOGY, FARIDABAD

M.A. Journalism and Mass Communication (3rd Semester)

Paper Code: JMC: 301 – Communication Research and Methodology

Time Allotted: 3 hrs

Max. Marks: 60

Read the given instructions carefully.

The question paper is divided into two sections: Part-A and Part-B. Part-A contains (Q.1) comprising of 10 very short answer type questions (a to j) of 2 marks each. Part B contains 6 questions (Q.2-Q.7) of 10 marks each. Q.1 is compulsory to attempt.

Part-A

Q.1. Answer very short notes on the following questions:

(2 marks each)

- a) Measures of Central Tendency
- b) Case Study Method
- c) Reliability and Validity in Research
- d) Likert Scale of Measurement
- e) Primary and Secondary Research
- f) Focus Group Discussions
- g) Independent and Dependent Variables
- h) Normal and Ordinal Scales of Measurement
- i) Overt and Covert Observations
- j) Pilot Surveys

Part-B

Q.2. Answer Any 4 the following questions in detail: (10 marks each)

2. Define communication research. Outline the steps of communication research.
3. What do you understand by sampling in research? Distinguish between probability and non-probability sampling techniques.
4. Discuss the quantitative and qualitative research methods. Give appropriate examples.
5. Define Hypothesis. Discuss the parametric and non-parametric types of hypothesis testing.
6. Explain the components and process for the development of a Research Plan?
7. Design a semi-structured questionnaire on "*Role of Social Media in Shaping up the Political Opinions of Youth.*"