

May 2024

B. A. (JMC) (Fourth Semester)**Communication Research (BJMC-403-21)***Time : 3 Hours]**[Maximum Marks : 75*

Note : It is compulsory to answer all the questions (1.5 marks each) of Part A in short. Answer any *four* questions from Part B in detail. Different sub-parts of a question are to be attempted adjacent to each other.

Part A

1. (a) What do you understand by Questionnaire ?
1.5
- (b) Explain Hypothesis in brief. 1.5
- (c) Write a short note on stratified random sampling. 1.5
- (d) Write an example of systematic sampling. 1.5
- (e) Why is Review of Literature important in Research ? 1.5

- (f) Discuss the importance of graphical representations in data presentation. 1.5
- (g) Mention two limitations of hypothesis testing. 1.5
- (h) What is the significance of measures of dispersion in data analysis ? 1.5
- (i) Provide a brief explanation of convenience sampling. 1.5
- (j) What is Data Cleaning ? 1.5

Part B

- 2. (a) Define the term 'research' and explain its importance in academic and practical contexts. 10
- (b) Discuss the concept of bias in sampling. How can researchers minimize bias in their sampling techniques ? 5
- 3. (a) Differentiate between primary and secondary data. Provide examples of each type. 5
- (b) Explain the types of research. Provide examples for each type and discuss their significance. 10

- 4. Analyze a case study related to data collection strategies. Identify the strengths and weaknesses of the chosen strategy. 15
- 5. (a) Discuss the features of a good research design. Provide examples to illustrate your points. 5
- (b) What are non-probability sampling methods ? Explain any *two* methods with examples. 10
- 6. (a) Explain the steps involved in report writing for research. What are the key components of a research report ? 10
- (b) Explain the types of research. Provide examples for each type. 5
- 7. Discuss the role of statistics in research. Why are measures of central tendency important in data analysis ? 15