

2024
SRCMUJ
4th Semester Examination
M.A.
Journalism and Mass Communication
JMC-401
Theoretical -- Communication Research

Full Marks: 40

Time: 2 Hours

The figures in the margin indicate full marks. Candidates are required to give their answers in their own words as far as practicable.

1. Answer any two of the following questions. 5×2

- a) Data analysis
- b) Sample
- c) Semiotics
- d) Positivism

2. Answer any three of the following questions. 10×3

- a) Briefly discuss the different types of research.
- b) Explain the various data collection methods in research.
- c) What is the research? What are the objectives and characteristics of research? 2+8
- d) What are the different types of research measurement scales? How are they used in research studies to collect and analyse data? 6+4
- e) What is qualitative analysis in audience research? What common methods are used in qualitative techniques for audience research? 3+7