

2025
SRMUJ
4th Semester Examination
M. A.
Journalism and Mass Communication
JMC-401
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) Types of Data
 - (b) Research Scale
 - (c) Chi-Square Test and Its Application
 - (d) Case Studies Method
- 2. Answer any three of the following questions : 10×3**
- (a) What is a research interview? Discuss its types and significance in qualitative research.
 - (b) What is sampling in research? Describe the different types of sampling techniques used in research.
 - (c) Outline a basic research framework for "challenges and opportunities of using mobile phones to improve agricultural practices among rural farmers in Jhargram" including research objectives, methodology and data collection techniques.
 - (d) Compare and contrast qualitative and quantitative research approaches. Highlight their key differences with examples.
 - (e) Critically evaluate the importance of research ethics in communication studies by providing examples of ethical dilemmas researchers may face.