



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL

B.A. Honours 6th Semester Examination, 2023

CC14-MASS COMMUNICATION AND JOURNALISM

COMMUNICATION RESEARCH AND METHODS

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any four questions

3×4 = 12

1. Explain 'Population' and 'Sample' in brief.
2. Define hypothesis.
3. Define Sampling error.
4. Differentiate between 'Primary data' and 'Secondary data'.
5. Briefly explain 'coding and tabulation'.
6. Briefly explain ethnographic media research.

GROUP-B

Answer any four questions

6×4 = 24

7. What is a bibliography and explain its function in a research report?
8. What is the logic of scientific research?
9. Explain the difference between 'open-ended' and 'close-ended' questionnaire.
10. Emphasize the importance of carrying out a pilot study.
11. Elaborate on 'reliability and validity'.
12. Write a short note on 'plagiarism'.

GROUP-C

Answer any two questions

12×2 = 24

13. What do you mean by media research? State in detail different types of research.
14. Elaborate on 'content analysis' and its effectiveness as a methodology in media research.
15. What is sampling? Explain briefly the different sampling methods.
16. Describe the structure of a 'Research Report'.

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