



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL

B.A. Honours 6th Semester Examination, 2022

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. What are the meaning of the terms “universe” and “population” used in sampling terminology?
2. Briefly explain the meaning of the term “Audience Research.”
3. What is research design?
4. What is snow-ball sampling?
5. Write two main functions of media research.
6. Mention one disadvantage of the case study method.

GROUP-B

Answer any four questions

6×4 = 24

7. What do you mean by ‘Review of literature’? Why is it done?
8. What is action research?
9. Explain briefly the steps in research.
10. Write briefly what is meant by textual analysis?
11. What are the advantages of the survey method of data collection?
12. Explain briefly “reception studies” in media research.

GROUP-C

Answer any two questions

12×2 = 24

13. What are the various methods of secondary data collection? Discuss in detail.
14. Write in detail the differences between qualitative research and quantitative research.
15. What are the main sampling methods in quantitative research?
16. Write the advantages and disadvantages of the case study method.

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