SYBMM

SEMESTER IV

MASS MEDIA RESEARCH

Time: 2 hours 30 mins   **Marks: 75**

Note: All questions are compulsory

Figures to right indicate marks

Q1A) What are the prerequisites of a good questionnaire and mention about different types of questionnaire   (15)

OR

Q1B) What is content analysis? What are the steps in content analysis?   (15)

Q2A) Explain the role of research in media.   (8)

B) Describe qualitative research   (7)

OR

Q2C) What are the different types of research designs?   (8)

D)Elucidate on experimentation in media research   (7)

Q3A) Discuss non-probability sampling and its types.   (8)

B) Describe secondary sources of data collection.   (7)

OR

Q3C) Describe Barthes primary and secondary level signification.   (8)

D)Explain the concept of ethnography.   (7)

Q4A) What are projective techniques? Mention its types.   (8)

B)Describe observation as a method of data collection.   (7)

OR

Q4C) Elaborate on application of research in advertising. (8)

D)Explain attitude measurement scale and its types (7)

Q5) Write Short Notes on:(any three) (15)

    A) Identification of dependent and independent variables
    B) Application of research on internet
    C) Hypothesis
    D) Data tabulation
    E) Random sampling