

S.Y. BAMMC - Sem IV - Medical Exam - June '23

Malini Kishor Sanghvi College Of Commerce & Economics

MMR – MASS MEDIA RESEARCH

SYBAMMC

QUESTION PAPER - 75 marks 2-1/2 hours

Note: 1. All questions are compulsory

2. All questions carry equal marks

3. Internal options are available choose A & B or C&D.

4. Read the question carefully before attempting the answer.

Q.1 write a short note on the following ANY FIVE - 15 marks

- 1) Variable
- 2) Independent variable
- 3) Dependent variable
- 4) Discrete variable
- 5) Descriptive hypothesis
- 6) Relational hypothesis
- 7) working hypothesis

Q.2(a) What is difference between Quantitative and Qualitative Research?

(8marks)

(b) Elaborate on how the hypothesis is developed

(7marks)

Or

Q.2(c) What are the uses research design elaborate concepts related to research design

(8marks)

(d) Describe the various types of research design?

(7marks)

Q.3 (a) What is observation in research and what are the types of observation (8 marks)

(b) Write detailed note on questionnaire

(7marks)

Or

Q.3 (c) Write a note on surveys?

(8marks)

(d) What is sampling? Explain the sampling process?

(7marks)

Q.4 (a) What is semiotics in media?

(8 marks)

(b) Why is semiotics important?

(7 marks)

Or

Q.4 (c) Discuss the codes in semiotics and semiotics and media?

(8 marks)

(d) Explain TRP and RRP

(7 marks)

Q.5 Write short notes on any three of the following? (15 marks)

- a) Qualitative research
- b) Quantitive Research
- c) Literature review
- d) Focus group
- e) Content analysis

