

M.M.R.  
3.5.18

Q. P. Code: 34945

Marks: 75



2.5 hrs

N.B.

1. All Questions are compulsory.
2. Mention the question number properly and neatly
3. Answer the questions in the sequence given in the question paper

1. CASE STUDY

- a. Explain what the central tendency of Data. Calculate mode, mean, median, and Range of the following: [10]

04	06	10	25	15	10	06	09	10
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- b. Explain what is Standard deviation, Skewness and Kurtosis. [5]

OR

- c. What is research? Describe the steps involved in the process of research. [15]

2. Answer the following:

- a. Define Sampling. Explain probability and non-probability methods of sampling. [08]  
b. What is data processing? What are the different methods of data processing? [07]

OR

- c. Explain interview as a technique of data collection. [08]  
d. Write a note on any four scales used for measuring attitudes. [07]

3. Answer the following:

- a. Explain different types of primary data collection methods available to a researcher. [08]  
b. Elaborate the scope of mass media research. [07]

OR

- c. Discuss the differences between qualitative and quantitative research approach. [08]  
d. What is tabulation? Discuss the types of tabulation. [07]

4. Answer the following:

- a. Write a short note on Descriptive research design and Causal research design. [08]  
b. Explain the content analysis and its uses in research. [07]

OR

- c. Explain Semiotic Approach to construct meanings. What do you mean by denotations and connotations? [08]  
d. Explain the Structure of Research Report in Brief. [07]

5. Write short notes on any three: [15]

- a. Independent and dependent variable
- b. Literature review
- c. Exploratory research design
- d. Ethnography
- e. Hypothesis

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