



**DOON UNIVERSITY, DEHRADUN**

**Mid-Term Examination, 2017**

**School of Communication**

**M.A. (Mass Communication)-2 Year**

**Course: COMM – 510: Communication Research**

*Time Allowed: 2 Hours*

*Maximum Marks: 30*

**SECTION: A (Short Answer Type Questions/ to be answered in about 25 words.  
Attempt any FIVE Questions. (Marks:2\*5=10)**

1. Define Operations Research.
2. Explain any one phase of Mass Media Research.
3. Define Fundamental Research.
4. Explain extraneous variables with example.
5. Why is research important? Give two points.
6. What is census?

**SECTION: B (Short Answer Type Questions to be answered in about 75 words.  
Attempt any FOUR Questions. (Marks:5\*4=20)**

1. What is Empiricist tradition or paradigm? Explain its significance in development of Mass Media Research.
2. Explain Communication Research and Media Research? Give one example each.
3. Why is ex post facto called so? What is other name for such researches and what do these entail?
4. 'All researches related to media and communication are Qualitative in nature?' Do you agree/disagree? Give reasons.
5. Define Concept and Construct with the help of a research enquiry. .