

26-3-18



DOON UNIVERSITY, DEHRADUN
Mid Semester Examination, 2018
School of Communication
M.A. (Mass Communication)-2 Year 2 Sem
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.

Define all five concepts given below: *(Marks:2*5=10)*

1. Respondents.
2. Research.
3. TRP
4. Operations research.
5. Effects research

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

1. What are descriptive researches? Give an example from communication research.
2. Arthur Asa Berger says "I am a man of qualities than quantities". What does he imply from this very statement? Explain.
3. Think of a research problem and define concepts and constructs in it.
4. What is Action Research? Give an example from media/communication.
5. What do you mean by hypothesis? Share your views on whether or not hypothesis is important in communication/media researches.