



DOON UNIVERSITY, DEHRADUN
Semester Final Examination, Second Semester- 2013
School of Communication

MA in Communication Programme
Course –Comm. 510: Communication Research

Time Allowed: 3Hours

Maximum marks: 50

Note: Attempt all the following questions.

Q1. How do we process the data in a research? (05Marks)

Q.2 Define sampling and discuss different types of sampling. (05Marks)

Q3. Write short notes on the following: (10Marks)

- (a) Content analysis
- (b) Case study method

Q.4 Identify different steps of sampling process. Elaborate each step with proper example. (10 marks)

Q.5 What do you mean by survey? How do we plan, organise and conduct a survey? (10Marks)

Q.6 How questionnaire is differ from schedule? (05Marks)

Q.7 What is the difference between opinion poll survey and exit poll survey? (05Marks)