

1/04/2016



DOON UNIVERSITY, DEHRADUN

Mid Semester Examination, 2016

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 all FIVE Questions.

*(Marks:2*5=10)*

1. Explain Quota sampling.
2. Define Universe.
3. Define Diagnostic Studies.
4. Define variable.
5. Define construct with example.

SECTION: B (Short Answer Type Questions to be answered in about 75 words.

Attempt all FOUR Questions.

*(Marks:4*5=20)*

1. On the basis of the class discussion, define 'Media Effects'.
2. What is descriptive research? Give 2 examples.
3. What is probability sampling? Define 3 types of probability sampling techniques.
4. Write a note on –“Empiricist tradition in mass communication research”.