



DOON UNIVERSITY, DEHRADUN

End Semester Examination, 2016

School of Communication

M.A. (Mass Communication)-2 Year

Course: COMM 510-: Communication Research

Time Allowed: 3 Hours

Maximum Marks: 50

SECTION: A (Very Short Answer Type Questions to be answered in about 25 words.)

Attempt any FIVE Questions.

*(Marks: 2*5=10)*

1. Explain 'Extended Focus Groups'.
2. Define Extraneous Variable.
3. What is Bibliography?
4. Explain Survey with the help of an example.
5. Who is a respondent?
6. What is Control Group?

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

Attempt any FOUR Questions.

*(Marks: 4*5=20)*

1. What do you mean by 'Editing of data' in research?
2. What is inductive and deductive analysis? What do you mean by 'Operationalizing Concepts'?
3. Describe Snow Ball Sampling. Give 2 examples.
4. What are the various phases of Mass Media Research? Explain.
5. What is overt participant observation? Give an example.
6. What is a Research Report? Detail its contents.

SECTION: C (Long Answer Type Questions to be answered in about 750 words.)

Attempt any ONE Question.

*(Marks: 20*1=20)*

1. Calculate the mean, mode and median for the following data

<i>X</i>	7	6	12	2	9	10	11	4	8
<i>F</i>	2	3	2	5	6	4	8	3	1

2. What do you mean by content analysis? Give an elaborate example to explain the Content Analysis in case of a Film/ Newspaper.
3. What is Case Study method in Research? Underscore its importance in Mass Communication Research.