

No. of Printed Pages : 3

RJM-101

**Ph. D. IN JOURNALISM AND MASS
COMMUNICATION (PHDJMC)**

Term-End Examination

December, 2024

**RJM-101 : COMMUNICATION RESEARCH
METHODS**

Time : 3 Hours

Maximum Marks : 100

Note : Attempt *five* questions in all. Section A is compulsory. Attempt any *two* questions from Section B and any *two* questions from Section C.

Section-A

1. Define the following terms : 10×2=20

- (a) Hypothesis
- (b) Variables
- (c) Operational definitions
- (d) Sampling frame
- (e) Closed-ended questions
- (f) Control group

- (g) Scales of measurement
- (h) Research instrument
- (i) Research Design
- (j) Pattern matching

Section-B

2. Write short notes on any *four* of the following :

4×5=20

- (a) Critical Paradigm
- (b) Quantitative Approach
- (c) Needs Assessment Study
- (d) Thick Description
- (e) Textual Analysis
- (f) Interview Schedule

3. Differentiate between any *two* of the following :

2×10=20

- (a) Cross Sectional and Longitudinal Research
- (b) Formative and Summative Research
- (c) Experimental and Quasi-experimental Research

4. Write detailed note on any *one* of the following :

20

- (a) Participatory Research
- (b) Sampling
- (c) Review of Literature

Section-C

5. Design a content analysis study on a television programme of your choice. Discuss in detail the process you would follow to ensure reliability and validity of your findings. 20
6. Which tool of data collection would you use to obtain qualitative data from rural women on their television viewing habits ? Explain its process in detail. 20
7. Design a research study using observation method. What process will you follow and care you would take to be objective while using this method ? 20
8. Discuss the strengths and limitations of survey method. What precautions will you take while using this method ? Explain with suitable examples. 20

x x x x x x x