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MDCE-006

**POST GRADUATE DIPLOMA IN
DEVELOPMENT COMMUNICATION
(PGDDC)**

Term-End Examination

June, 2025

**MDCE-006 : RESEARCH METHODS IN
DEVELOPMENT COMMUNICATION**

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : Attempt any *five* questions. All questions carry equal marks.

1. Define Research. Discuss the nature of scientific research in development communication with suitable examples. 20
2. What are ethical issues in development communication ? Why is it important in research ? Explain. 20

3. Define Sampling. Explain selection, process, types and errors in sampling methods. 20
4. What is location based research and its importance in the communication research ? Explain. 20
5. Explain the significance of preparing final research reports with examples. 20
6. Critically analyse major difference between a sample and a census. Describe the sampling design process. 20
7. What are the roles required for a development communication researcher ? What are the limitations of development research ? Explain. 20
8. Write short notes on any *two* of the following : 2×10=20
 - (a) Case Study
 - (b) Types of project proposals
 - (c) Semiotic Analysis
 - (d) Null Hypothesis

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