

School of Media and Communication Studies

BA Journalism and Mass Communication

ETE - Jun 2023

Time : 3 Hours

Marks : 100

Sem IV - K2UA401T/BAJC2019

Communication Research

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

1. Outline the agenda of Focus Group Discussion on 'Political Communication.' Whom would you choose as your sample for conducting the Focus Group Discussion. K2 CO1 (5)
2. Illustrate the formula of sample size for known population. K2 CO1 (5)
3. Show the relevance of conducting a pilot study before the main study. K2 CO1 (5)
- 4) Examine the relevance of brand awareness, image and positioning research. K4 CO3 (10)

OR

- Explain the types of scales used in research with illustrations. K4 CO3 (10)
5. Construct a research problem in the area of development communication. K3 CO2 (10)
 6. Identify the need of meter over diary method of research with illustration. K3 CO2 (10)
 7. Construct two questions for each scale: K3 CO1 (10)
Nominal
Ordinal
Interval
Ratio
 8. Analyse the relevant sources for review of literature for ethnographic study on the tribals of Andaman region. K4 CO3 (15)
 9. Compare inductive research with deductive research, with relevant example. K4 CO4 (15)
 - 10) Justify the statement - To determine the psychographic, demographic, and geographic profile of audience, 'ad' strategy research is very helpful besides helping build relationship between brand and consumers. K5 CO4 (15)

OR

- Processing of data involves editing, coding, classifying and tabulation. Explain each of the steps by taking an appropriate research example. K5 CO4 (15)