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School of Liberal Education

**Bachelor of Arts in Journalism and Mass Communication
Semester End Examination - Jun 2024**

**Duration : 180 Minutes
Max Marks : 100**

Sem IV - K2UA401T - BAJC2019 Communication ResearchGeneral Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Write a scope for research in public relation K1 (2)
- 2) Explain non probability type of sampling . K2 (4)
- 3) What is data collection? Explain K2 (6)
- 4) Develop four research titles in the area of Social Network Research. K3 (9)
- 5) Illustrate the influence of newspapers and magazines on public perceptions of social and political issues. K3 (9)
- 6) Formulate five research hypothesis or research question for a study investigating the effects of social media on student's memory. K5 (10)
- 7) List the research process in correct sequence from first step to last step K4 (12)
- 8) Distinguish between the formats of the following - a) Research Paper K5 (15)
b) Thesis
- 9) Explain the importance of readership survey research with examples. K5 (15)
- 10) Explain the various steps for writing a research report? K6 (18)