Course Work Examination, July 2023

Abanindranath Tagore School of Creative Arts & Communication Studies

MASS COMMUNICATION

Course No. CW-703
(Communication Research)

Full Marks: 100
Pass Marks: 50

Time: 3 Hours

The figures in the margin indicate the full marks for questions.
Answer any Five questions selecting one from each UNIT

UNIT-I

1. a) What is TRP? 5

   b) Explain the process of measuring TRP and the data collection procedure followed by BARC. 15

2. a) What are the principle characteristics of visual methodologies? 5

   b) Explain the difference between photo-elicitation and photo-historia methods. (15)

UNIT-II

3. a) Discuss the major types of field observation method. 10

b) Critically examine field observation as a method of research enumerating its advantages and disadvantages. 10

4. a) Discuss the purpose of a questionnaire. What are the four types of questionnaire? 10

b) Review the guidelines of framing a good questionnaire for a research. 10

UNIT-III

5. a) Briefly define the two different Sampling Methods? Mention at least two subcategories of each of these two methods. 5+5=10

b) Define: (i) Universe, (ii) Sample Frame, (iii) Stratification. 10

6. a) What is Sampling error? What are the different types of Sampling Errors? 5+5=10

(b) Define Tests of Validity and Tests of Reliability. 5+5=10

UNIT-IV

7. Define and explain: Univariate, Bi-variate and Multivariate Analysis, Parametric and non-parametric tests. 4x5=20

8. a) Briefly define the Measures of dispersion-Mean, Median, Mode and Standard deviation. 2.5x4=10

b) What do you understand by Type I and Type II errors. 5+5=10

UNIT-V

9. Write short notes on any **Four**: **5x4=20**

a) Difference between ontology and epistemology

b) Difference between discourse analysis and critical discourse analysis

c) Difference between methods and methodology

d) Difference between hypothesis and research questions.

e) Difference between positivist research and interpretative research.

f) Difference between conceptual framework and theoretical framework.

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