

**Printing Page(s) : 1**

**Paper Code :DBJ-305**

**Roll No.**

**B.A. (JMC)-18**  
**3<sup>rd</sup> Year Examination, Academic Batch 2017-18**  
**Media Research**

*Time : 3 Hours ]*

*[ Max. Marks : 100*

*Note. Attempt any **Five** questions. All questions carry equal marks.*

1. What do you mean by Research? Discuss its role and function in details.  
“kksk l svki D; k l e>rs g\$ bl ds; ksnku vks dk; l dh folrkj l sppkz djA
2. How to identify research problem? Elaborate it.  
“kksk l eL; k dh igpku d\$ sdjrs g\$ bl dh 0; k[; k djA
3. Write a short notes on any two:  
fdlugh nks ij l f{klr fvli .kh fy[ka  
a) Sampling l si fyx  
b) Survey l o{k.k  
c) Interview l k{kRdkj
4. What is difference between social research and Media research? Discuss it.  
l kekftd “kksk vks ehfm; k “kksk eaD; k varj g\$ bl dh pplz djA
5. How social media make impact on society? Explain.  
l k\$ky ehfm; k d\$ sl ekt ij i hko Mkyrh g\$ 0; k[; k djA
6. What is Research design? Discuss its Importance and types in details.  
“kksk i k#i D; k g\$ bl dsegro vks i djkja dh folrkj l sppkz djA
7. How to prepare research report, Bibliography and Index? Elaborate.  
“kksk fj i ks/ l mhlz l ekxb vks l ph d\$ sr\$ kj fd; k tkrk g\$ 0; k[; k djA