



WEST BENGAL STATE UNIVERSITY

B.A. Honours 6th Semester Examination, 2021

JORACOR14T-JOURNALISM AND MASS COMMUNICATION (CC14)

COMMUNICATION RESEARCH AND METHODS

Time Allotted: 2 Hours

Full Marks: 50

The figures in the margin indicate full marks.

Candidates should answer in their own words and adhere to the word limit as practicable.

1. Answer any **five** questions from the following: 2×5 = 10
- (i) Research means _____
- (A) Searching again and again
(B) Finding solution to any problem
(C) Working in a scientific way to search for truth of any problem
(D) None of the above
- (ii) A research paper is a brief report of research work based on
- (A) Primary Data only
(B) Secondary Data only
(C) Both Primary and Secondary Data
(D) None of the above
- (iii) Case Study is a type of _____ research
- (A) Quantitative (B) Qualitative
(C) Survey (D) None of these
- (iv) Observation is a direct method of collecting _____
- (A) Primary Data (B) Secondary Data
(C) Both (A) and (B) (D) Published Data
- (v) The researcher who is conducting the research must be _____ and neutral in approach.
- (A) Rigid (B) Objective
(C) Whimsical (D) Prejudiced
- (vi) Which of the following is the first step in starting the research process?
- (A) Searching sources of information to locate problem
(B) Survey of related literature
(C) Identification of problem
(D) Searching for solutions to the problem

- (vii) How is Random Sampling helpful?
- (A) Reasonably accurate
 - (B) An economical method of data collection
 - (C) Free from personal biases
 - (D) All of the above
- (viii) Questionnaire is a
- (A) Research method
 - (B) Measurement technique
 - (C) Tool for data collection
 - (D) Data analysis technique

2. Answer any **four** questions from the following: 10×4 = 40
- (i) What is the difference between Qualitative and Quantitative methods of research? Give examples. 6+4
 - (ii) What is sampling? What are the different techniques used for sampling? Explain with examples. 2+8
 - (iii) What is Case Study? What are the steps involved in doing a case study? Explain with an example of case study. 2+3+5
 - (iv) What is Content Analysis? Write down with an example how you will do content analysis of a TV programme. 2+8
 - (v) Write short notes on any **two** of the following: 5×2
 - (A) Hypothesis
 - (B) Sampling error
 - (C) Narrative Analysis
 - (D) Online polls.
 - (vi) What are Focus Groups? Write down the steps involved in focus group discussions with examples. 3+7

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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