

UG/6th Sem (H)/23/(CBCS)

2023

**MASS COMMUNICATION &
JOURNALISM (Honours)**

Paper Code : 601 MCJH DC-13

(Communication Research)

Full Marks : 25

Time : Two Hours

*The figures in the margin indicate full marks.
Candidates are required to give their answers
in their own words as far as practicable.*

Group - A

1. Write short notes on any *three* of the following :

5×3=15

- (a) Applied Research
- (b) Content Analysis
- (c) Sampling Method
- (d) Audience Surveys
- (e) Citation Styles

P.T.O.

G-11/66 - 200

(2)

Group B

2. Answer any *one* of the following : 10×1=10

(a) What is a primary data Questionnaire? Describe the main aspects of Questionnaire. 3+7

(b) What do you mean by Communication Research? Differentiate between Qualitative and Quantitative techniques of research. 2+8
