



# Sanjay Ghodawat University Kolhapur

Established as a State Private University under Govt. of Maharashtra Act No. XL dated 3rd May 2017

Empowering Lives Globally !

School of Liberal Arts

Semester Examination (ESE) (18ES II)

B.A (Hon)Multimedia and Mass Communication- SEM-II

Subject Code: MCA 102

Course Title: Communication Research

Date -22/5/2018

Time: 3Hr

Marks: 100

10:30 AM TO 1:30 PM

- 1) All questions are compulsory  
2) Figures to be right indicate full marks.

Q-1	Fill in the blanks with appropriate options	Marks	CO
		08	
A)	.....Is the meaning of opinion in survey i) views ii) sample iii) tool iv) habits	01	CO1
B)	The meaning of Public is.... i) Media persons ii) Group of people iii) voters iv) Media users	01	CO1
C)	The data of research is _____ i) Qualitative only ii) Quantitative only iii) Both (a) and (b) iv) neither (a) nor (b)	01	CO 2
D)	Books and records are the primary sources of data in: i) Clinical research ii) Historical research iii) Laboratory research iv) participatory research	01	CO 2
E)	Sampling is advantageous as it _____ i) Saves time ii) Helps in capital-saving iii) Both (a) and (b) iv) Increases accuracy	01	CO 3
F)	Random sampling is helpful as it is _____. i) Reasonably accurate ii) Free from personal biases iii) An economical method of data collection iv) All the above	01	CO 3
G)	The first step of research is: i) Finding a problem ii) Selecting a problem iii) Searching a problem iv) Identifying a problem	01	CO 4
H)	Bibliography given in a research report: i) Has no relevance to research ii) shows vast knowledge of the researcher iii) Helps those interested in further research iv) all the above	01	CO 4

<b>Q. 2</b>	<b>Answer in one or two sentences (any eight)</b>		<b>Marks 16</b>
	a) What is meaning of Scientific Approach?	02	CO 1
	b) Write about Exit Poll.	02	CO 1
	c) What do you think about Research Methodology?	02	CO 2
	d) Lottery Method means-----	02	CO 2
	e) What is difference in telephone poll and online poll?	02	CO 3
	f) Write in brief on Focus Group.	02	CO 3
	g) Define hypothesis of research.	02	CO 4
	h) What is meaning of Citation	02	CO 4
	i) Research Question means?	02	CO 4

<b>Q. 3</b>	<b>Write short note on any Four</b>		<b>Marks 16</b>
	a) Feedback	04	CO1
	b) Observation Method	04	CO2
	c) Field Work	04	CO3
	d) Thesis Statement	04	CO4
	e) Statistical Analysis	04	CO4
	f) Conclusion	04	CO4

<b>Q. 4</b>	<b>Attempt any Six of the following</b>		<b>Marks 30</b>
	a) Explain Media Research as a toll of Reporting.	05	CO1
	b) Write the importance of Media Books as secondary source.	05	CO2
	c) State the types of Audience.	05	CO3
	d) Secondary Data is useful for any research. How?	05	CO3
	e) What is Thesis Statement? Write the importance of statement.	05	CO4
	f) Define Coding. Write the process of coding.	05	CO4
	g) What is Hypothesis? How can you verification hypothesis.	05	CO4

<b>Q. 5</b>	<b>Attempt any Three</b>		<b>Marks 30</b>
	a) Write in detail about Ethical Issues in Research.	10	CO1
	b) What do you think about Media Habits. Explain with examples.	10	CO1
	c) Define Quantitative Method. How you can use this method in print media research.	10	CO2
	d) What is the meaning of Questionnaire. Write the process of questionnaire design.	10	CO2
	e) What is sampling? How you can use the sampling method for population study.	10	CO3