

- c) Can be independent
 (ix) Choose which is not a type of non-probability sampling.
 a) Snowball sampling
 c) Judgement Sampling
 (x) Select when it is helpful to use a multi-stage/cluster sampling.
 a) The population is widely dispersed geographically
 c) Both
 (xi) Interviewing all members of a given population is called?
 a) Sample
 c) Census
 (xii) ABC, a non profit voluntary organization is related with-
 a) TV viewership study
 c) Cyber media
 (xiii) TAM stands for-
 a) Television Audience Measurement
 c) Television Audience Manual
 (xiv) What is the advantage of structured observation over survey research.
 a) It does not rely on the researcher's ability to take notes
 c) It does not impose any expectations of behaviour on the respondents
 (xv) Where can Historical Research be related to.
 a) examining past events to draw conclusions
 c) method dealing with number of years
- d) All of the above points
 b) Stratified random sampling
 d) Convenience sampling
 b) You have limited time and resources available for travelling
 d) None of them
 b) Gallup poll
 d) Nielsen audit
 b) Newspaper circulation study
 d) Radio Listenership Analysis
 b) Telephone Audience Manual
 d) None of the above
 b) The researcher is immersed as a participant in the field they are studying
 d) It allows the researcher to observe people's behaviour directly
 b) method dealing with number of years
 d) none of the above

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Discuss about the eight steps of research process. (3)
 3. State the differences between reference and bibliography. (3)
 4. Describe in detail the process of data collection. (3)
 5. Write a short note on textual analysis. (3)
 6. State the relevance of mass communication research. (3)

OR

What are the significances of literature review in any research work? (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Define the term research. Explain its significance in the present times. (5)
 8. What is Qualitative Research? Briefly analyse. (5)
 9. How can IDI (Indepth Research) be utilised in qualitative research. (5)
 10. Elucidate the term 'literature' in review of literature. Summarise the importance of reviewing the existing literature. (5)
 11. Develop a measurement technique to examine each of these concepts: • Newspaper reading • Aggressive behavior • Brand loyalty in purchasing products • Television viewing (5)
 12. Examine the steps involved in a focus group discussion. (5)

OR

Assess the steps involved in survey research. (5)
