

Note: Digits on the right indicate marks. All questions carry equal marks.

Q.1 A food chain called Refresh is planning to spread their business in Vasai-Virar by opening more shops near colleges of Vasai-Virar targeting students. They mainly are known for fast food and fresh juices. They are in need of data from college going students about students' preference of food and juices along with affordability.

They have hired you as the Head of Research Department. Your task is to collect data on above mentioned points. For the same:

1. Frame research objectives. (05)
2. Set a questionnaire to collect data for the mentioned tasks. (10)

Q.2. What is Research? Discuss the characteristics and functions of research. (15)

OR

Q.2 A. Explain the significance of research in one's day to day life? (07)

Q.2 B. Explain Focus Group Discussion as method of data collection. (08)

Q.3 Draw any 5 signs/symbols found commonly and interpret their signifier and signified. (15)

OR

Q.3 A. Explain with examples Historical and Descriptive Research. (07)

Q.3 B. Discuss phase I and II of Media Research. (08)

Q.4. What is a questionnaire? Explain how an ideal questionnaire should be? (15)

OR

Q.4 A. What are the techniques used in quantitative research. (07)

Q.4 B. Explain dependent and independent variables with examples. (08)

Q.5 Write short notes on: (any 3) (15)

1. Plagiarism
2. Research in News industry
3. Main body of report
4. Convenience sampling
5. Need of research