

ATKT

VCD 24/9/16 /SYBMM ENG/SEM IV/MASS MEDIA RESEARCH/21/2HRS/75MKS

Note: All Questions are Compulsory

All Questions carry equal mark

Q1) Design a Questionnaire on consumer behavior on purchasing a car (15)

Q2) Describe Sampling and various types of probability sampling . (15)

OR

a. Write a note on hypothesis (8)

b. Difference between applied and basic research (7)

Q3) Discuss various types of research design. (15)

OR

a. Explain in short the steps of conducting a research . (8)

b. Discuss in detail research related to P.R (7)

Q4) Explain the concepts. (15)

i) Survey ii) Tabulation iii) References iv) Open-ended questions v) Case-study

OR

a. Describe various types of scaling techniques. (8)

b. Discuss secondary data and its types. (7)

Q5) Short notes on (Any 3) (15)

a) Content -Analysis b) Social research c) Central editing

d) Interview e) Snow-ball sampling