School of Liberal Education
Bachelor of Arts in Journalism and Mass Communication
Mid Term Examination - May 2024

Duration : 90 Minutes
Max Marks : 50

Sem IV - K2UA401T - Communication Research

General Instructions
Answer to the specific question asked
Draw neat, labelled diagrams wherever necessary
Approved data hand books are allowed subject to verification by the Invigilator

1)	Explain research question.	K2 (2)
2)	Define research problem	K1 (3)
3)	Explain Cluster sampling.	K2 (4)
4)	Explain content analysis method in media research	K2 (6)
5)	How do you conduct an opinion poll survey related to election? Illustrate	K3 (6)
6)	What is survey method in research? Illustrate with example	K3 (9)
7)	Distiguish between probability and non probability sampling .	K4 (8)
8)	Develop a sampling plan to study the effectiveness of media messages of COVID-19 amongst the illiterate people of Delhi.	K4 (12)

OR

Analyze the impact of online media use on print media readership. How have shifts in consumer behavior affected print media circulation?	K4 (12)