Time: 2½ hrs.

Marks:75

Note:
1. All questions are compulsory with internal options.
2. Figures to the right indicate full marks.
3. Draw neat diagram wherever necessary.

Q.1 Explain the following concepts. (Any five) (15)
(a) Pilot Study
(b) TRP
(c) Hypothesis
(d) Independent Variable
(e) Media Research
(f) Applied Research
(g) Questionnaire
(h) Exit polls

Q.2 Answer the following questions. (15)
(a) Explain the term Research with steps to be followed to carry out a successful Research.
(b) Define Sampling. Discuss the purpose of sampling along with the study designs.

OR

Q.2 Answer the following questions. (15)
(c) What is a Variable? Discuss the six common variable types.
(d) Discuss necessary steps in developing an effective hypothesis.

Q.3 Answer the following questions. (15)
(a) What are the common errors in the research process?
(b) Explain different types of primary data collection methods available to a researcher.

OR

Q.3 Answer the following questions. (15)
(c) Explain in brief the ' Probability Method' & 'Non Probability Method' of sampling.
(d) Which are the 4 types of scales that are generally used for marketing research?

Q.4 Answer the following questions. (15)
(a) Which are the methods of knowing in research? Explain with suitable examples.
(b) Define the term ' Research Data Table '. Which are the essential parts of a table?

OR

Q.4 Answer the following questions. (15)
(c) State various types of Strategic Advertising Research .
(d) Explain the objectives and importance of social research.

Q.5 Write a short note. (Any five) (15)
(a) Three Way Table
(b) Research Report
(c) Focus Groups
(d) Role of Internet in Research
(e) Readership & Circulation

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