

- Note:**
1. All questions are compulsory with internal options.
 2. Figures to the right indicate full marks.
 3. Draw neat diagram wherever necessary.
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- Q.1 Explain the following concepts. (Any five) (15)**
- (a) Likert Scale
 - (b) Snowball Sampling
 - (c) Structured Interview
 - (d) Dependent Variable
 - (e) Exit Poll
 - (f) Audience Research
 - (g) Hypothesis
 - (h) TRP
- Q.2 Answer the following questions. (15)**
- (a) Elaborate the scope of mass media research.
 - (b) "Research is a systematic process which involves several steps". Explain the given statement.
- OR**
- Q.2 Answer the following questions. (15)**
- (c) What is a research design? What is the role of extraneous variables, control groups, and dependent and independent variables in a research design?
 - (d) Explain the different stages in report writing.
- Q.3 Answer the following questions. (15)**
- (a) Explain different types of primary data collection methods available to a researcher.
 - (b) Explain the types and basics of a Questionnaire.
- OR**
- Q.3 Answer the following questions. (15)**
- (c) Define sampling. Discuss the purpose of sampling along with the study designs.
 - (d) Discuss the various projective techniques used while conducting research.
- Q.4 Answer the following questions. (15)**
- (a) Explain signifier and signified with proper examples.
 - (b) Explain the Semiotic Approach to construct meanings. What do you mean by denotations and connotations?
- OR**
- Q.4 Answer the following questions. (15)**
- (c) Discuss the Readership and Circulation survey.
 - (d) Write a note on Exit polls, Audience research, and Advertising Consumer research.
- Q.5 Write a short note. (Any THREE) (15)**
- (a) Copy testing
 - (b) Historical Research
 - (c) Focus Groups
 - (d) Importance of Mass Media Research
 - (e) Literature review