



**Derozio Memorial College**  
**UGC Sponsored B.Voc in Broadcast Journalism**  
**Semester -V Examination, 2021**  
**Paper – BCJSC13T (Media Research)**



**Time Allotted: 2 hours**

**Full Marks: 50**

(The figures in the margin indicate full marks. Candidates should answer in their own words and adhere to the word limit as practicable.)

1. **Answer in short on any five (5) of the followings: -** **5X2=10**
  - a) What do you understand by pilot study?
  - b) What is qualitative research?
  - c) What is research design?
  - d) What do you mean by survey?
  - e) What is sample?
  - f) Why data collection is important for research?
  - g) Mention two ethics of research.
  
2. **Write Short notes on any two (2) of the followings: -** **2X5=10**
  - (a) Variables in research.
  - (b) Non response measurement scale
  - (c) Literature review.
  - (d) Data collection
  
3. **Answer any three (3) of the followings: -** **3X10=30**
  - a) What is research? What do you mean by research problem? Why identifying problem is necessary in media research?
  - b) What is hypothesis? Discuss the characteristics and types of hypothesis in media research.
  - c) What is research methodology? What are the characteristics of research? Discuss the purpose of research.
  - d) Suppose you are going to do a research on folk media of West Bengal. What will be your research design?
  - e) Differentiate between qualitative and quantitative research method.

*N.B.: Students have to complete submission of their Answer Scripts through E-mail to their own respective college on the same day / date of examination within 1 hour after the end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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