



Derozio Memorial College
UGC Sponsored B.Voc in Public Relations
Semester -V Examination, 2021



**Paper – PRSC13PT (MEDIA RESEARCH AND
DISSERTATION ON PR & MEDIA RELATED ISSUE/CSR)**

Time Allotted: 1 hour

Full Marks: 20

(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 any Five (05) of the followings: -

5X2=10

- What is media research?
- What do you mean by variables?
- What is sample?
- What is hypothesis?
- What do you mean by research design?
- Which is the most common method applied for the research to collect primary data?
- Suppose you are doing a survey in which sample quality answers precision are at utmost importance, and you need to ask some critical open-ended questions. Which survey mode would work best?
- Planning a survey involves two concurrent activities: one, Construction of the survey instrument and which is the second?

2. Answer Any One (01) of the following: -

1X10=10

- What is research? What is the importance of research?
- What is research problem? Discuss the importance of objective in research.
- Explain interview as a technique of data collection.
- Discuss the differences between quantitative and qualitative research approach.

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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