

Ex/MASS/PG/3.4/2024(S)

M.A. in Journalism & Mass Communication

Special Supplementary Examination 2024

Communication Research

Time: 2 Hours

Full Marks: 40

Answer any two questions

1. What are the different types of research? Discuss in details the process and scopes of survey in communication research. (8+12)
2. What is basic research? Elaborate how it is different from applied research? (5+15)
3. Define research? What are the characteristics of a good research? (6+14)
4. What is sampling? Discuss the various types of sampling techniques used by researchers. (6+14)