

**Bachelor of Vocation (Journalism & Media) - 6th Semester
(2721)**

Paper-III: Communication Research

Time Allowed: 2 hrs.

Max. Marks: 75

Note: There are EIGHT questions of equal marks. Candidates are required to attempt any FOUR questions.

Section A

1. Explain the role and function of Communication Research.
2. Discuss the scope and importance of Communication Research.

Section B

3. Discuss types of sampling in detail.
4. Elaborate Research Design and its types.

Section C

5. Write a note on various methods of data collection.
6. What is Hypothesis? Discuss its importance for conducting a research.

Section D

7. Write various steps of writing a research report.
8. Throw light on interpretation and analysis of data.

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