



ICLES'
MOTILAL JHUNJHUNWALA COLLEGE
OF
ARTS, SCIENCE AND COMMERCE
VASHI, NAVI MUMBAI - 400703
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QUESTION PAPERS
IV SEMESTER AND ATKT EXAMINATION
S.Y. BACHELOR OF MASS MEDIA
MARCH : 2016

<u>REGULAR</u>		<u>ATKT</u>	
<u>SUBJECT</u>	<u>MARKS</u>	<u>SUBJECT</u>	<u>MARKS</u>
MASS MEDIA AND RESEARCH	75	NIL	NIL
ORGANIZATIONAL BEHAVIOUR	75	NIL	NIL
PRINT PRODUCTION AND PHOTOGRAPHY	75	NIL	NIL
RADIO AND TELEVISION	75	NIL	NIL
INTRODUCTION TO ADVERTISING	75	NIL	NIL
INTRODUCTION TO JOURNALISM	75	NIL	NIL

21/3/16

ICLES' M J COLLEGE OF ARTS, SCIENCE AND COMMERCE
Semester-iv exam

Class-SYBMM
MM-75

Sub- Mass media research
Time- 2 and ½ hrs

Note- All questions are compulsory.
Figures to the right indicate marks.

Q1- Explain the following concepts: (any five) (15)

- | | | |
|------------------------|---|-----------------|
| a) Descriptive survey | b) Independent and dependent variable | c) Likert scale |
| d) Semiotic analysis | e) Content analysis | f) Case study |
| g) Experimental method | h) Participant and nonparticipant observation | |

Q2-a) Define research and explain the role of research in mass media. (7+8)

b) What are the different steps followed in conducting a research ?

OR

- a) What do you understand by exploratory research methods? Explain different methods used in exploratory research.
- b) Briefly explain the format of a research report.

Q3 a) What do you understand by focus groups? Explain in detail its characteristics , advantages and disadvantages. (7+8)

b) Explain Questionnaire as a primary source of data collection. What are the characteristics of a good questionnaire?

OR

- a) Write a detailed note on secondary data collection methods.
- b) What do you understand by probability sampling ? Explain its types.

Q4-a) Write a detailed note on Depth interviews method. (7+8)

b) What are the different types of projective techniques used in research?

OR

- a) Explain in detail the Barthes primary level and secondary level signification.
- b) Explain the steps followed in the method of content analysis

Q5- Write short notes on any three: (5+5+5)

- a) Tabulation of data
- b) Non probability sampling
- c) Conditions of a good hypothesis
- d) Research phases in media
- e) Quantitative and qualitative research

